

A close-up photograph of the front wheel and headlight of a red motorcycle. The wheel has a multi-spoke alloy rim and a thick, treaded tire. The headlight is round and clear, mounted on a black fork. The motorcycle's body is painted a vibrant red. The background is dark and out of focus.

**TWO NEW
WHEELS
on the
ROAD**



CHEVROLET

License 150 and 250

BRAND RESEARCH

The first thing that was considered was the name of this new urban scooter for Chevrolet. Building on concepts that will be discussed in the messaging and keywords section of the final project, the name Chevy License 150 and 250 were determined. As part of the messaging, two versions of the bike are to be offered - playing on the fact that these vehicles had two wheels, which is a unique endeavor for Chevrolet.

MARKET OPPORTUNITIES AND NEEDS

The first

BRAND RESEARCH INTERPRETATIONS

The first

BRAND EXTENSION

The first

GAP ANALYSIS

The first

AUDIENCE ANALYSIS

The first

PUBLIC RELATIONS STRATEGY

The first

METRICS

The first

CONCLUSION

The first