

**Two new
Wheels
on the
road**



CHEVROLET

License 150 and 250

CHEVROLET LICENSE 150 cc and 250 cc MOTOR SCOOTERS

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

In this format proposal, the font of Botoni MT Black is used for the headlines and subheads. It is a serif font that appears to demonstrate a certain amount of boldness. Capital letters for the headlines and subheads was also used to illustrate this boldness as well.

INTERPRETATION OF BRAND RESEARCH

The text fields of this format proposal use Calibri font of 10 pt. This is a subtle, readable sans serif font that brings forth a spirit of elegance and clarity.

BRAND EXTENSION

The sub-headlines are white with a light blue background. This contributes to readability and is very eye catching. The light blue is reminiscent of the original Chevy blue that was in the logo going back to the company's beginnings.



GAP ANALYSIS

The margins were squeezed to 0.5" as opposed to the traditional 1.0". The header was based upon some suggestions from Microsoft Word using the light blue triangular shape.

GAP IDENTIFICATION – This is an example of a sub categorization of key concepts. Using **BOLD ALL-CAPS**, the font style creates a further subdivision of information and brings attention to the category of the larger category of information.

CHARACTERISTICS OF THE NEW CHEVY LICENSE – text

CHEVROLET LICENSE 150 cc and 250 cc MOTOR SCOOTERS**AUDIENCE ANALYSIS**

Text text text. Text text text

DEMOGRAPHICS -- text

PSYCHOGRAPHICS – text

LANGUAGE & MESSAGING -- text

PUBLIC RELATIONS STRATEGY

Text text text. Text text text

TACTICS -- text

STRATEGIES– text

DIFFERENTIATION– dgsdgsfg

METRICS

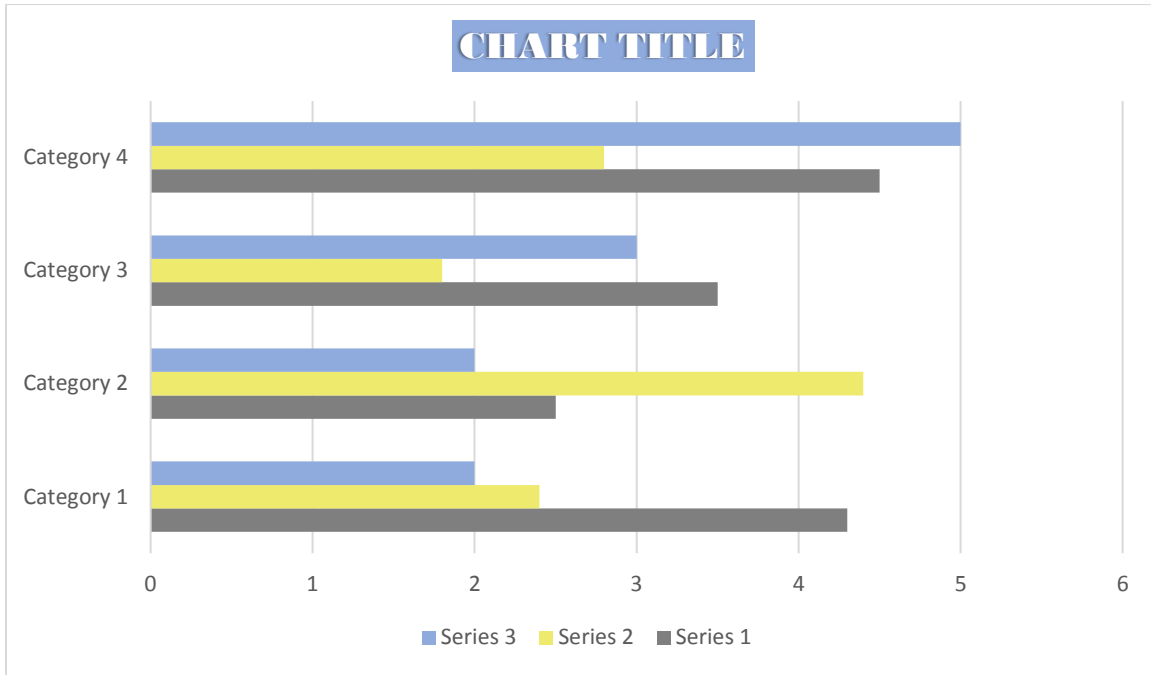
Dfsdfsgdfg

GOALS AND OBJECTIVES-- dgsdgsfg

MEASUREMENT PRACTICES-- dgsdgsfg

DATA ANALYSIS– The below chart incorporates the already established color schemes and fonts with the addition of the gold which is indicative of the Chevrolet bow tie emblem.

CHEVROLET LICENSE 150 cc and 250 cc MOTOR SCOOTERS



CONCLUSION

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