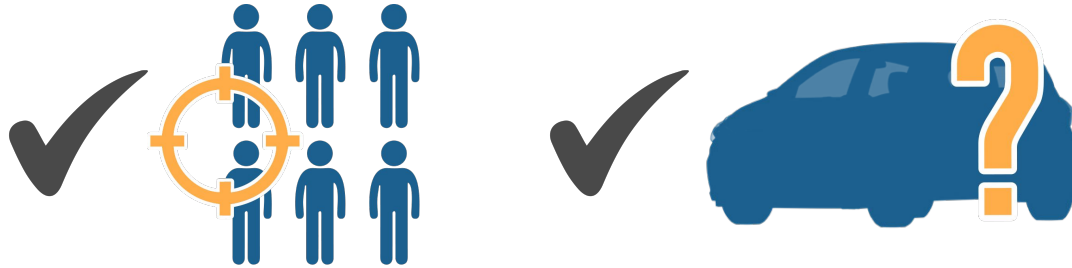


# CHEVY BRAND PERSONAS

BY WEBSTER UNIVERSITY

# INTRODUCTION

THE STORY: MILLENNIALS MATTER  
SETTING THE STAGE FOR THE PERSONAS



- Webster vs. Lindenwood
- Real-life Experience
- Not to one, but to all

2018 CHEVY® TRAVERSE

BUYER'S JOURNEY

AWARENESS

CONSIDERATION

DECISION

# MEET THE PERSONAS

72° 5:22  
View Report Card  
Distance Driven: 19 mi  
Maximum Speed: 46 MPH  
Overspeed Warnings: 1  
Wide Open Throttle: 0  
Forward Collision Alerts: 1  
Stability Control: 0  
Traction Control: 0

# COLLEGE CARTER

CARTER HAMPTON, MALE, 22



Full-time student,  
Part-time job



Tech-savvy

**ESPN**

&



VALUE | SPECIALS





# URBAN SAM

SAM JOHNSON, MALE, 25



Graphic Designer  
\$30-\$40K/year



Environmentalist



&



ECO-FRIENDLY | SAFETY



# NURSE NANCY

NANCY WU, FEMALE, 28



LPN,  
\$65K/year



Tech-savvy



REPUTABLE | LIFESPAN



# FUTURE MR. & MRS.

ALEX, 30 & DEREK, 29



\$100K-\$120K  
each year



Family-oriented



&



FAMILY CAR | SPACIOUS



# TRAVELING TERA

TERA JUNGLE, FEMALE, 23



\$20K-\$50K  
each year



Environmentalist

•live & ►



COMPACTABLE | ENVIRONMENT





# CHEVY Cares

▶ "CHEVY CARES AT WEBSTER U."

SATURDAY, NOVEMBER 17, 2018

717  \$2K 

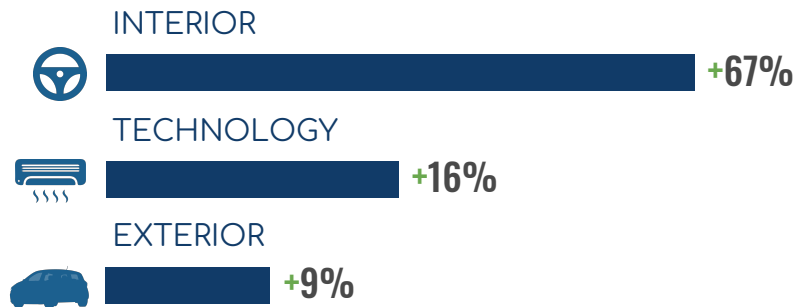
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Webster  
UNIVERSITY

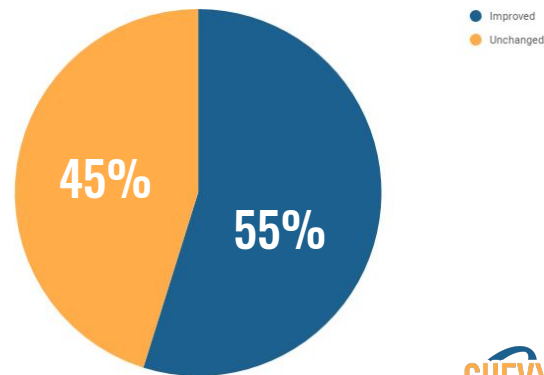


# SURVEY 31

“BEFORE SITTING IN THE CHEVY SPARK,  
WHAT WAS YOUR IMPRESSION?”



“AFTER SITTING IN THE SPARK?”



CHEVY  
Cares

\$100K

## BUDGET BREAKDOWN

WHERE OUR EFFORTS WENT

\$17K



CHEVY Cares



TOWER GROVE  
— PARK —

\$33K

Google Ads

YAHOO!



\$50K



•live

ESPN



Webster  
UNIVERSITY

# CONCLUSION

WRAPPING UP: CHEVY CARES  
CHEVY CARES FOR NOT ONE, BUT ALL



ACKNOWLEDGE



EDUCATE



REMIND





2018 CHEVY® TRAVERSE



THANK YOU

