



Subaru of America, Inc.
2021 Subaru Outback Touring XT
Marketing Proposal



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Executive Summary

The 2021 Subaru Outback XT is a vehicle that puts its customer in the driver's seat before they have even seen the vehicle. It has a plethora of customizable options to choose from, it outperforms its competitors in safety, off-roading, space, comfort, and quality, and it provides an outstanding amount of luxury. The Subaru brand has had a long history of being the safe family car, but the Outback XT aims to challenge that notion by changing the conversation around this brand of Subaru and showcasing just how luxurious and adventurous of a lifestyle the consumer can have behind the wheel of the Outback XT.

In researching this vehicle, it became evident exactly who the Outback XT should aim to target. That would be married, recent empty nesters between the ages of 46 to 55. This target audience has the income to be able to afford the vehicle, they have a void to fill having a child recently left the nest, and they're in their prime seeking adventure but in a way that's comfortable and convenient to them. What better way to do that than in luxury? Within this particular target audience, there is a need to have customization and quality products and that is exactly what this vehicle offers. Their primary motivations are customization, comfort, luxury, freedom, and achievement. With this in mind, it led to the creation of the Integrated Communication Strategy Statement (ICSS): "The 2021 Subaru Outback XT is the vehicle for empty nesters who prioritize being able to adventure in luxury with a vehicle customized and tailored to them."

Executive Summary

The “Empty Nesters Adventure” campaign was put together so that the 2021 Subaru Outback XT could better reach its target audience. With this campaign, there are strategies and tactics combined with Marketing goals to achieve the main three objectives of the campaign which is to obtain growth of a new target audience market (empty nesters) for Outback XT, with the measurement being total new customers. Through the use of integrated marketing strategy consisting of traditional advertising, digital advertising, a Super Bowl commercial campaign, social media marketing, the target audience will have increased recognition of the Outback XT in this perception will lead to more Outback XT sales.

To help promote the campaign, Eugene Levy and Catherine O'Hara will be utilized as celebrity spokespeople. Because the campaign is selling to couples, it is important to use a couple that is both relevant now but also familiar to them. In addition to the utilization of the celebrity spokes couple, the Outback XT will be encouraged to partner with Oceana. Their commitment to keeping the oceans clean matches Subaru's commitment to the environment and it is believed that their color schemes will pair well with the Outback XT's brand.

To be certain that the aforementioned tactics land with the target audience, a focus group will be utilized before the campaign launch. Any findings from that focus group will be used to reconstruct the campaign. This campaign will be measured quarterly with goals at the 6 and 12-month periods. Though there is a need to sell vehicles, there is as big of a need to increase brand awareness to secure those sales.

Brand Overview

Subaru

Subaru first entered the automotive world in 1954, and reached the North American Shores by 1968; by the 1970s, Subaru had gotten the ball rolling – first, there was the Subaru Star, then the Brat followed by the XT Coupe. (Subaru, 2021). In 1996, the Subaru outback arrived; it was a Sports Utility Wagon and the first of its kind in the automatic world (Subaru, 2021). In present years the brand is continuing to grow and expand; “By the automaker's 50th anniversary in 2008, Subaru would be recognized for its brilliant Boxer (horizontally-opposed) engine design”; one year later, THE Top Safety Pick by the IIHS was awarded to every Subaru model (Subaru, 2021)

What Makes Subaru, A Subaru?

Subaru (2012) believes “A company’s brand is its most important asset. A brand is a leadership tool”; they go on to explain that a brand defines a business, products, and services you offer and that it is a guarantee of quality. Subaru has a Subaru Philosophy, which is” to create customer excitement for what makes Subaru a smart and distinctive automotive brand”. They believe that What Makes a Subaru, a Subaru?” is “fun, freedom, adventure, confidence and control” (Subaru, 2012).

Brand Overview

Competition

The biggest competitor for the 2021 Subaru Outback Touring XT is The Honda CR-V 2021. This vehicle is a compact crossover SUV with a focus on fuel efficiency and comfort, which differs from Outback being a car-based SUV (WVU Reed College of Media, 2021). According to Counts A (2021), there are no significant changes for the 2021 CR-V and it is part of the fifth CR-V generation introduced for 2017; this vehicle is fuel-efficient, can accelerate quickly, is athletic yet comfortable, and is a spacious vehicle.

The CR-V is known as the quintessential small SUV; Counts A (2021) states “it’s spacious without being overly bulky, comfortable without feeling soft or bouncy, and endlessly usable thanks to lots of cargo space. It’s also easy to drive and offers available all-wheel drive”. This vehicle is one of the top competitors in the contested class of crossover SUVs. The price point for this vehicle is around \$25,000.

The second biggest competitor to the Outback XT is the Ford Edge. The midsize crossover SUV was introduced for the 2007 model year and falls between the Ford Escape and the Ford Explorer in Ford’s product line (WVU Reed College of Media, 2021). The edge is known as the “goldilocks” in the Ford family – if the Ford Escape is too small and the Ford Explorer is too big, this is the size that can be just right. Counts B (2021) notes that the seats are very plush and padded, the vehicle is quiet when driving at highway speeds, it is spacious for people as well as luggage, it is fuel-efficient, and has performance-oriented engines.

Additionally, The 2021 Ford Edge has five different trim levels: SE, SEL, ST-Line, Titanium, and the performance-focused ST. All versions other than the ST have a turbocharged 2.0-liter four-cylinder engine and an eight-speed automatic; front-wheel drive is standard, with all-wheel drive available as an option (Counts B, 2021). The starting price point for this vehicle is around \$31,000.

SWOT Analysis

2021 Subaru Outback Touring XT SWOT Analysis

Strengths

- High brand loyalty
- Build your own Subaru feature
- Outperforms its competitors in safety, off-roading, space, comfort, and quality
- Optional turbocharged engine provides plenty of power
- Loading the roof or cargo area is easier than in most SUVs

Weaknesses

- Slow acceleration from the standard engine
- Native voice recognition system isn't very accurate
- Similar to other Subarus
- Touchscreen has slow response time and hard to reach features

Opportunities

- Partnerships with organizations
- Expand target audience
- Partnerships with brands similar
- Position Subaru as luxurious
- Increase digital ad presence
- Add celebrity spokesperson

Threats

- Saturated market
- Awareness of luxury side of Subaru
- Fuel efficiency/electric cars
- Celebrity/influencer endorsements

SWOT Analysis

Strengths

The 2021 Subaru Outback Touring XT has a lot of things working in its favor. First, it is part of a brand with a high sense of brand loyalty. Subaru has the highest loyalty rate in the automotive industry with a rating of 60.5% (Guy, 2020). The Outback XT is also very customizable which means the customer can make the car exactly how they want. Customization is an essential ingredient to successfully interacting with a consumer base, not all will want things exactly the same. In fact, people love things made just for them, Michelle (2020) explains “1 out of every 5 customers is willing to pay 20% more for a personalized or exclusive product” and that in a second study “customization increases perceived service quality, customer satisfaction, customer trust, and ultimately customer loyalty toward a service provider”. Customization is definitely something the Outback XT has a strong grip on. The Outback XT outperforms its competitors in safety, off-roading, space, comfort, and quality – it is spacious and comfortable and has the above-average off-road ability (Counts C, 2021). Additionally, there is a lot of power in the engine and the roof and cargo area are easier to use than most other SUVs (Counts C, 2021).

Weaknesses

When analyzing the Outback XT, one of the weaknesses noted is that there is a slow acceleration from the standard engine – this complaint that a few different customers have had (Counts C, 2021). Additional frequent complaints have included the native voice recognition system tends not to be accurate and that the touchscreen can have a slow response time (Counts C, 2021). There are many features in the touchscreen, but some customers complain that they are very hard to reach and understand how to utilize (Counts C, 2021). Lastly, though the Outback XT is similar to other Subarus and comes at a much higher price point (due to its weakness). People may have a hard time understanding why a Subaru would be this expensive.

SWOT Analysis

Opportunities

Based on the aforementioned weaknesses outline, the 2021 Subaru Outback Touring X has a great deal of room for opportunity. They are a brand with a huge following and strong loyalty but lack partnership. Subaru already has the love promise to make the world a better place – but an active partnership with an organization like Feeding America or Oceana would be beneficial. Additionally, Subaru should expand its target audience to a different demographic than previously targeted. Another opportunity would be to partner with brands their audiences use – maybe it is a company like Whole Foods or Patagonia. Subaru is known as the family car, or the safe car, but not yet as a luxurious car. There is an opportunity to position Subaru as luxurious. Online, there are not a lot of ads for the Outback XT, this should definitely be increased to reach a new demographic of Subaru customers. There are a lot of opportunities for Subaru to partner with a celebrity endorsement. Lincoln has Matthew McConaughey, Subaru should acquire a personality like Eugene Levy.

Threats

The main threats for the Outback XT include the saturated SUV market with competitors (previously outlined) with strong brand loyalty. The Jeep brand has almost a cult-like following. It would be difficult to pull a customer from that brand because there is already such deep-rooted brand loyalty. There must be a message to break through the clutter - there are a lot of SUVs on the market and so Subaru must find a way to stand out. There is also a lack of awareness for the luxury side of a Subaru. Another threat to the Outback XT would be other vehicles that are more fuel-efficient or electric cars. Lastly, other companies do have the aforementioned celebrity influencer endorsements and that could influence customers to purchase a vehicle from a brand other than a Subaru.



Section B: Target Audience



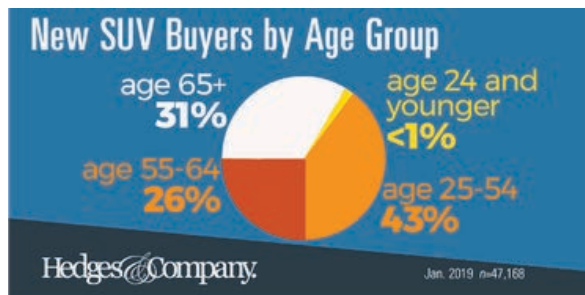
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Target Audience

Primary Audience: Parents between the ages 46 and 55 sending their children off to college and are adventurers.

The 2021 Subaru Outback Touring aims to reach parents between the ages of 45 and 55, because that is the primary age range where parents have children leaving for college; the median age range for mothers with a 17-year old is 46 and for fathers it is 48 (Winerip, 2013). Coincidentally, it is at this point in a parents life where they experience empty nest syndrome; “Grief, depression, a loss of purpose and a sense of sadness may be experienced when children enter their own relationships or when they start their college careers”; the best way to curb empty nest syndrome is in planning ahead and having something to look forward to (Psychology, 2021).

The 2021 Subaru Outback Touring aims to not only give the parents comfort and safety to transport their children to and from college, but to also change their perceptions of what having a child take that next step can entail. By introducing the empty nesters to ways their 2021 Subaru Outback Touring it will enable them to plan and take their next adventure post empty nest with their new vehicle. By clearly defining the primary target audience, the luxury SUV will better reach a specific group of customers that are financially able to invest in the vehicle and need to fill that void in their lives with a new baby – the luxury Subaru Outback Touring.



(Hedges & Company, 2021)

Target Audience

Demographics

The target audience for this campaign is married parents between the ages 46 and 55 sending their children off to college and becoming empty nesters. “Grief, depression, a loss of purpose and a sense of sadness may be experienced when children enter their own relationships or when they start their college careers”; the best way to curb empty nest syndrome is planning and having something to look forward to (Psychology, 2021).

Though college can be a financially taxing time for some, there is a lot of expendable income that is freed up when a child moves out, according to Backman (2020), “it costs most parents almost a quarter of a million dollars to raise a child from birth through age 18”. By not having to pay for sports, extracurricular activities, or any other finances that come with having a child at home, there is an opportunity for parents to invest in themselves and fill a void. Their baby left – so it is time for a new something to take care of, and a brand new car can fill that hole.

The demographic: This campaign will target married couples between the ages of 46 and 55, about to be, or recently becoming, empty nesters. They live in suburbia with a median income of at least \$110,000 or higher. The 2021 Subaru Outback Touring XT aims to reach married parents between the ages of 46 and 55 because that is the primary age range where parents have children leaving for college; the median age range for mothers with a 17-year old is 46 and for fathers, it is 48 (Winerip, 2013). The average age for a customer purchasing a brand-new SUV is around 53 years old (Hedges & Company, 2021).

Psychographics

These are people that want to invest in a vehicle that is made for them; customization is of high importance. They seek comfort and luxury and they are motivated by a vehicle that gives them the freedom to adventure – whether it be off-roading or driving a couple of hours to go visit their student in college. They are not content with the idea of just buying an ordinary car – they have been waiting to purchase the car that is right for them. In their free time, these couples enjoy exploring, taking hikes, and experiencing the natural beauty of the outdoors. They are liberal in their political beliefs but tend not to overindulge in politics. They would much rather go out and do something rather than sit at home. They are people who care about the environment, safety, and wellness; they care about the safety of themselves and the planet.

Target Audience

Behavioral Characteristics

They currently have an older Subaru and are looking to upgrade to a newer one. They have strong brand loyalty already established but need to be pushed in the direction to upgrade and invest in themselves. Other brands that they regularly buy into are Patagonia and YETI. They do the majority of their grocery shopping at Whole Foods. This couple still frequents concerts – if Dead and Company or The Rolling Stones are nearby, they will be going to that concert no questions asked.

Secondary Target Audience

The secondary audience is teen children ages 13-19 to influence the buying decisions of the primary audience. They will want to get the vehicle once their parents are ready to upgrade again.

Persona

Joseph and Susan Hirshman



"We want a vehicle that we can go explore in but also comfortably pick our daughter up from college in"

Age: 51 (J) and 49 (S)

Political Affiliation: Liberal

Location: Harpers Ferry, WV

Occupations: Optometrist (J) Speech Pathologist (S)

Median Income: \$250,000

Background:

- Their daughter just went off to college (recent empty nesters)
- Use the vehicle for driving to work, picking daughter up from college, weekend getaway adventures, and vacations
- Current Subaru customers
- Puts 10,000 miles on a vehicle annually

Brands the love:

- Patagonia
- YETI
- Whole Foods
- Amazon Prime

Motivations

- Customization
- Comfort
- Luxury
- Freedom
- Achievement

Frustration

- Not having options
- Long wait times
- Unoriginality

Target Audience

A Day in The Life of Joseph and Susan Hirshman

Joseph Hirshman is 51 years old. He lives in Harpers Ferry, WV with his wife Susan who is 49 years old. Their only child, Lilly, graduated with honors and has just gone away to college at West Virginia University where she will be studying to become an Environmental Scientist. Susan works full-time as a speech pathologist with her own practice. Joseph works as an Optometrist and has his own practice as well in the same town center as his wife. They both set their own office hours and schedules to ensure they function on the same work day time. On average, they work no more than 6 hours a day and close their office on the last Monday of each month to ensure their staff can have a three-day weekend.

Joseph and Susan are trying to balance giving Lilly her space while she is away at college and wanting to check in with her frequently. They miss her a lot and have found the house seems quieter and a little less bright with her gone. They have been trying to dream up trips to give them something to look forward to and plan for like a couple but the vehicles they currently have cannot handle any cross-country trips. They want to be able to take long road trips on a whim now that they do not have to worry about taking Lilly to her extracurricular activities.

While they are at work, they often peak out at what cars their patients are driving up and if they are driving an SUV, Susan or Joseph on occasion will casually ask about what features their patrons most like about their vehicles. In their free time, they enjoy cooking together. Susan especially enjoys scrolling through Facebook. She has a farm that she has been tending to on Farmville for quite a while and finds it's a nice distraction while Joseph watches the evening news. Joseph enjoys playing the guitar and will strum a few cords in this home office in the evenings. The couple does not have any pets due to Joseph having a severe dog and cat allergy.

Susan and Joseph are very good friends with their neighbors Barb and Ed. They have an older son who just went off to college two years prior. When their son left, Barb and Ed started taking more trips to the beach and to different parks around the Harpers Ferry area. They have a Subaru Forester 50th Anniversary edition and often comment on how much they appreciate the safety features whether it is going and picking their son up from college or taking a trip to get out of West Virginia for a little while.

Target Audience

Typical Weekday

7:30 AM: Joseph and Susan's alarm goes off. Susan gets up and walks on the treadmill for 30 minutes and Joseph does a light jog around the neighborhood. (Moods: tired, uninspired) (Media: Spotify).

8:00 AM: Susan showers, Joseph makes a pot of French Press coffee, slices up fruit for breakfast, and leaves Susan out a bowl of cereal and a spoon. He does not add milk. Then he texts Lilly to have a good day at school and make sure she remembers to charge her Apple Pencil for note-taking. (Moods: energetic, thoughtful)

8:30 AM: Joseph showers, Susan gets ready for work

8:45 AM: Susan eats breakfast and texts Lilly to have a good day, Joseph gets ready for work

9:15 AM: Susan and Joseph ride to work together. They listen to the local news (Media: Radio)

9:30 AM: They arrive at their offices.

9:45 AM: The first appointment arrives.

4:45 PM: The practices close. They ride home together and discuss their day. Joseph puts on a light amount of music for while they drive home. (Media: Spotify, Mood: Content).

6:00 PM: Dinner. Susan made broccoli, baked potatoes, and pork chops. They eat at the dinner table together. Joseph cleans up dinner since Susan cooked.

6:30 PM – 10: 00 PM: The couple go on an evening walk. They will both scroll through social media some. Susan only uses Facebook but has an Instagram account to check in with Lilly – though Susan rarely posts on hers. Joseph has a Facebook and Twitter that he is active on. While they are on social media, they watch a few episodes of whatever is on National Geography or occasionally tuning into HBO for Last Week Tonight with Jon Oliver or Succession (Mood: Content, relaxed) (Media: TV, HBO, Facebook, Instagram, Twitter).



Section C: Marketing Goals & Objectives



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Marketing Goals and Objectives

Campaign Goal

- Obtain growth of a new target audience market (empty nesters) for Outback XT, with the measurement being total new customers

Objectives

- To increase brand awareness by 20% by the beginning of 2023 in target audience
- To identify vehicle customers with no set brand loyalty and establish loyalty to Subaru across the target market by 15% beginning of 2023
- To increase sales in target audience by 25% beginning of 2023

Strategies

The following strategies will help reach the campaign's aforementioned objectives:

- Acquire a celebrity spokesperson that will speak to the target audience such as Eugene Levy (or someone similar)
 - Justification: Choosing a relevant celebrity like Eugene Levy, who has collected awards from all major award shows for Schitt's Creek but also has a history of being in movies like Waiting for Guffman (1996) would entertain the target audience and resonate with them. With a personality like Levy, there would also be an opportunity for comedic elements.
- Create a brand partnership with a major charity/environmental group such as Oceana.
 - Justification: Subaru customers are invested in the environment and care about its well-being. Linking to one of these established communities could pull their members into the Subaru brand and cause other people to pay attention to the brand.

Marketing Goals and Objectives

Strategies (continued)

- Reach music listeners regionally by placing ads on Spotify
 - Justification: When the target audience is listening to music on an
- Establish its own online brand for the Outback XT where it will be interacting on Facebook and Instagram with its target, and secondary, audiences.
 - Justification: The Outback XT is not a regular Subaru – it is a luxury vehicle. It is a whole different community of Subaru. It's the country club of Outbacks. By individualizing an account for the XT, there will be an opportunity for more on-brand verbiage and imagery. This will be a good way to connect with the primary and secondary audiences.
- Utilize digital ads to track customers and prospective buyers. This increase in digital ads and social media presence will also help to increase sales in the target audience.
 - Justification: Tracking interest in digital ads will assist in targeting prospective buyers. Based on the amount of time a customer spends looking at an ad, more imagery and ads can be pushed their way.
- Build a stronger digital footprint for the XT vehicle.
 - Justification: Establishing a heavier focus on SEO and keywords will help push more leads to the website
- Messaging that motivates the target audiences' feeling of having an empty nest and seeking adventure
 - Justification: This type of messaging will emotionally persuade the target audience to purchase the vehicle by reminding them of themselves and seeing the opportunities that the car could bring them

The objectives and strategies align to fulfill the opportunities presented in the SWOT analysis. Currently, there are a few digital gaps that can be filled to help reach the target audience, pique their interest, and secure them as customers.

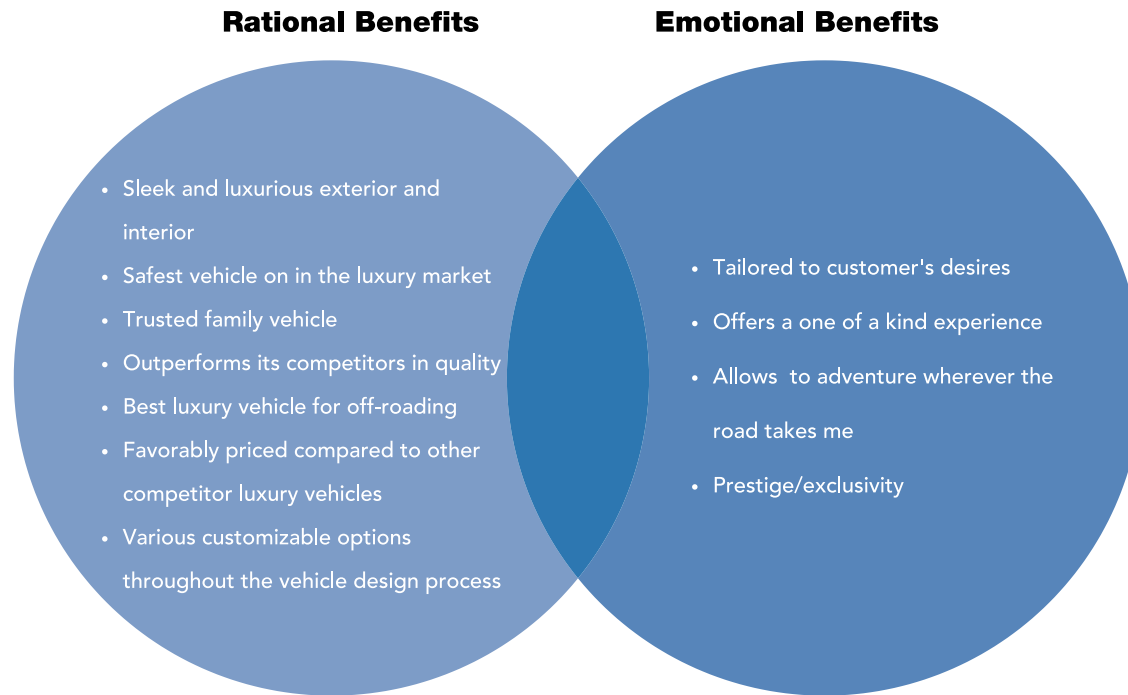


Section D: ICSS & Media Strategies



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Integrated Communications Strategy Statement (ICSS)



ICSS: "The 2021 Subaru Outback XT is the vehicle for empty nesters who prioritize being able to adventure in luxury with a vehicle customized and tailored to them."

For parents between the ages 46 and 55 sending their children off to college, one of the great advantages that the 2021 Subaru Outback XT has working in its favor is that it provides a customizable, luxury-vehicle experience. Other cars might have luxurious features, but this vehicle can be tailored to fit exactly what the customer wants after thinking of what would be best for their children as they were growing up. For years, Subaru has been known as the safest car for a family, so here is where safety meets adventure. This statement will play to the target audience as they will be seeking their next vehicle for their adventure on their terms, their way. The target audience appreciates having the best. They seek exclusivity and prestige but also values safety which is the hallmark of the Subaru brand, historically . That is what the 2021 Subaru Outback XT will bring them.

Creative Brief

What is the ICSS?

The 2021 Subaru Outback XT is the vehicle for empty nesters who prioritize being able to adventure in luxury with a vehicle customized and tailored to them.

Why are we advertising?

To increase brand awareness for the 2021 Subaru Outback XT.

Whom are we talking to?

Parents between the ages 46 and 55 sending their children off to college (recent empty nesters) who are adventurous.

What do they currently think?

Subarus are safe, family vehicles.

What is the single most persuasive idea we can convey?

While Subaru is known as a safe vehicle for families, the 2021 Subaru Outback XT is where customizable luxury meets the safety features of a Subaru that they know and love.

What do we want them to think?

The Subaru Outback XT will be the luxurious vehicle experience that they've always dreamed of but could never afford before.

Why should they believe or think it?

The Outback XT not only offers safety and luxury but customers can customize the vehicle to include as many, or as few, features to fit them as needed.

What are the creative and media guidelines?

Social media advertising (Facebook, Instagram, Twitter, YouTube, and TikTok) :30/:60 television ads, 15/:30 radio ads, billboards. All media will utilize Eugene Levy and Catherine Ohara, and Subaru branding and logos to drive brand awareness. The idea or 'feel' for the advertisement should be a melancholy/new beginnings emotional cocktail topped with a lemon wedge of adventure.

The Media Plan



This media plan is a mixture of optimized strategic media platforms across traditional, digital, and social media to accomplish the Integrated Marketing Communications campaign objectives. The outcome of the media objectives, strategies, and tactics will measure the success of this campaign by the beginning of 2023. This strategy will be measured throughout to ensure the campaign is driving in the right direction and at the speed desired. The following media plan will effectively communicate the timing of each strategy and tactic as well as the media budget. The largest component of this campaign will be digital media and digital channels. To demonstrate where and how the media marketing will be used, the media flow chart will showcase how all efforts need to be dispersed quarterly.

Owned Media

Objective 1: Increase positive engagement by 30% by the beginning of the 2023 calendar year.

- Strategy 1: Establish its own online brand for the Outback XT where it will be interacting on Facebook and Instagram with its target, and secondary, audiences.
 - Rationale: This is a cost-effective way to reach the targeted demographics. Social media is an active part of both the target and secondary audience's lifestyle habits. This strategy is important to the component of the overall campaign objective to increase brand awareness and establish brand loyalty. Potential customers of this car love things that are prestigious and exclusive, therefore customers need to have the Outback XT to follow specifically, not just the overall Subaru brand. The target customer and secondary audience will be more engaged in the content that concerns them and because it is specific, they will find the content more intriguing and engage with it. By honing in on all of the features and benefits of the Outback XT, the individualized account will pique their interest and lead to positive impressions and engagement.
 - Tactic 1: Utilize Facebook, Instagram, and Twitter as a way to embody what the Outback XT lifestyle entails.
 - Tactic 2: Interact, communicate, and engage with followers on posts and messages.
- Strategy 2: Collect user-generated content in line with the Outback XT brand to feature.
 - Rationale: Studies have found that "Millennials trust UGC 50% more than original content generated by the brands" (Kunsmann, 2021). To increase positive engagement and impressions, the media strategy needs to seek out content created by real-life brand consumers.
 - Tactic 1: Employ the hashtag #AdventureOutbackXT to have a source to collect and gather content.
 - Tactic 2: Run a social media photo contest with 2021 Subaru Outback XT vehicle accessory as the grand prize.

Owned Media

- Strategy 3: Develop a video series of Outback XT adventures and display them as a mini-series.
 - Rationale: Diversifying content on social media types can be a quick way to increase engagement (Read, 2021). By creating an adventure mini-series using Instagram Reels, it will give both the target and the secondary audience a reason to come back to the page and check up on recent posts.
 - Tactic 1: Utilize Instagram Reels to create mini-series.
 - Tactic 2: Share mini-series on Subaru's main social media accounts to push more customers to Outback XT's own social media accounts.
- Strategy 4: Develop individualized brand continuity.
 - Rationale: As this objective contributes to the main campaign objective to increase brand awareness, it can prove difficult to do so if the brand's content is going in different directions. There should be a writing style guide and a content style guide developed so all social media posts, captions, and conversations follow the same pattern.
 - Tactic 1: Implement a social media Writing Style Guide.
 - The conversation style of all marketing around this vehicle should be inspirational, personality, and product verbiage. "You" and "your" verbiage should be utilized as often as possible.
 - Tactic 2: Implement a social media Content Style Guide.
 - Designate all photos with the same filter and brand standards.

Owned Media

Objective 2: Increase website form submissions for Outback XT by 35% by the beginning of 2023

- Strategy 1: Build a stronger digital footprint for the XT vehicle.
 - Rationale: By creating a denser digital footprint for the XT, more leads will be pushed towards the website.
 - Tactic 1: Integrate more SEO and keywords that the target audience will be searching to drive them to the Outback XT landing page.
 - Tactic 2: Run an SEO analysis between the XT and competitors to ensure it outperforms competitors in similarly phrased search terms such as "luxury SUV", "best luxury SUV for offroading", "safest luxury SUV", etc.
 - Tactic 3: Incorporate Eugene Levy and Catherine Ohara as celebrity endorsements on website and blog posts.
- Strategy 2: Create a form completion incentive.
 - Rationale: If people have a reason to submit an interest form and subscribe to the mailing list, it will be easier to reach them with marketing campaigns.
 - Tactic 1: Create an Outback XT adventure guide that people receive when they have submitted a form on the website (subscribing to emails or submitting an inquiry).
 - Tactic 2: Send people on the main Subaru email lists information about access to the exclusive adventure guide that can be received when completing a form on the Outback XT webpage.
- Strategy 3: Develop a stronger Outback XT community digitally.
 - Rationale: A sense of community will make people have a stronger urge to join the email list. "Communities are key to brand loyalty, awareness and overall success"; an engaged community with the ability to achieve different levels of accomplishments will help to strengthen brand awareness and engagement across other social networks as well (Karpis, 2019). It will also be the first of its kind - as no other vehicle brands or Subaru models have any sort of digital profile where people can earn badges.

Owned Media

- Tactic 1: Create a digital profile where people can collect Outback XT "been there" badges.
 - Think Starbucks "been there mugs" but digital badges for Outback XT customers to collect when they have visited one of the locations on the adventure guide.



- Tactic 2: Send out a monthly e-newsletter to all people subscribed to the emailing list.
 - Newsletters will help to announce interesting media happening around the Outback XT (such as published media or exciting earned media) but they also serve to strengthen brand loyalty. Newsletters have a higher engagement rate than any kind of digital marketing, email newsletters can earn an average ROI of \$42 for every \$1 spent, they drive website traffic from the target audience, and they help to expand the online community (Monitor, 2020).

The aforementioned strategies and tactics are aligned with the overall goals by creating a clear brand voice on social media to reach new customers for the Outback XT with ease. These tactics will be effective because they directly relate to the behaviors of the target and secondary audiences.

Earned Media

Objective 1: Gain 20 stories in publications read by the target audience by the end of 2022.

- Strategy 1: Leverage Eugene Levy and Catherine Ohara as celebrity endorsements
 - Rationale: Eugene Levy and Catherine Ohara are coming off of the wrap-up of Schitt's Creek where they played Johnny and Moira Rose who have two children, by the end of the series - leaving the nest. These two personalities will resonate with the target audience as both of them had popular films in the 80's/90's such as "Waiting for Guffman" and "The Last Polka". They will bring an element of humor to the campaign as well.
 - Tactic 1: Share videos of Levy and Ohara driving around in the Outback XT.
 - Tactic 2: Share national campaign on all social media platforms and via email bi-monthly. Multiple messaging email messaging templates will be created around having Levy and Ohara.
- Strategy 2: Create a media kit to send press releases to all major media outlets
 - Rationale: Having an updated media kit will provide the Outback XT the opportunity to reach new customers and strengthen brand identity. The media kit should include contact details for company employees, information about the Outback XT product and features, information about your company's history and mission, press releases, explaining details of an upcoming event or product release, images of the vehicle, company logo, reports of Outback XT's sales and statistics, frequently asked questions and answers, and lists of notable clients/demographics.



Earned Media

- Tactic 1: Send media kit bi-monthly to all major media outlets.
 - This gives the brand control to construct their image how they want to. Without all of the information, reporters can write a story how they see fit. With this tool, the brand controls the narrative.
- Tactic 2: Host a quarterly press conference to highlight the things happening with the Outback XT (recent awards performance, endorsements, partnerships, etc).

Objective 2: Increase positive impressions for Outback XT by 35% by the beginning of 2023

- Strategy 1: Create a brand partnership with Oceana.
 - Rationale: One of the main quotes found on Subaru's website is "At Subaru, we feel it's our personal responsibility to protect Earth's natural wonders and encourage our retailers and customers to engage in smart environmental practices, simply because it's the right thing to do." — Tom Doll, president, and CEO, Subaru of America, Inc. As Outback XT is an extension of the Subaru brand, it is important to keep that continuity and establish a partnership with Oceana to showcase that pledge is followed through on. The Outback X's target audience cares about the environment, the partnership will establish Outback XT's commitment to the environment's health.
 - Tactic 1: Send emails announcing the partnership.
 - Establishing a relationship with Oceana will prove to be a great marketing resource. One of the ways to utilize them will be the simple introduction of the partnership between the two brands. These emails will reach both Oceana and Subaru's audience, creating a connection between the two organizations. This will contribute to organic conversation around the Outback XT and the positive efforts they are making to better the Earth's oceans. This will help to enable change and also fulfill the brand's corporate responsibility and commitment to the environment.

Earned Media

- Tactic 2: Feature the 2021 Outback at all major Oceana events.
 - Utilizing Event Marketing will prove to be a powerful tactic for the Outback XT. According to Instapage (2021) "Event marketing is one of the best ways to: build brand awareness, increase customer engagement, generate leads, educate prospects and customers, and upsell customers". Subaru featuring the Outback XT at Oceana events gives the brand the opportunity to show potential customers everything it has to offer. It creates a space for person-to-person interaction and facilitates creating more brand awareness and constructing an even bigger loyal following.
- This objective will also serve as additional source material for all press releases and press conferences. This partnership will prove to consumers that Subaru is committed to the environment and will expose the Outback XT to a larger audience.

Paid Media

Objective 1: Reach 70% of 46-55 year old men and women throughout the United States a minimum of ten times during the six-month period starting January 1, 2022.

Strategy 1: Traditional Media

While other forms of digital media advertising will be an important component of this campaign, traditional media must have a strong hold here. The targeted demographic (women and men 46-55 years old) will be people who are indeed interested in digital media, but will be still persuaded by traditional media such as billboards, radio advertisements, and print media. With that in mind, the following tactics outline how this strategy will be executed:

Tactic 1: Billboards

Place billboards of the Levy/Ohara campaign in high traffic volume Metropolitan and Suburban areas. The target audience will see these advertisements while driving to work or frequenting the grocery store. 71% of Americans consciously look at billboard messages while driving and 56% of Americans mentioned a billboard they found interesting or funny in conversation (Harley's Dream, 2019). Billboards will create brand recognition for the Outback XT as well as embed a memorable message, quickly into the consumer's minds, and attract new customers. These can be traditional still billboards as well electronic billboards in major cities. There will be a spot in Times Square with this billboard (\$22,000).

Cost: \$100,000

Paid Media

Tactic 2: Radio Advertisement on Spotify.

The targeted demographic does not listen to the local radio. Instead, they listen to Spotify. Placing an ad on Spotify 1 month after the Superbowl 2022 commercial (to be outlined later) will help reiterate the commercial's message and psychology to stay with consumers. This ad should run until May 1, 2022. Spotify currently has 123 million ad-supported monthly active users of which 13% are the targeted demographic (GriffinWink, 2020).

Cost: \$100,000

Tactic 3: National Geographic

Run an ad in National Geographic starting March 1, 2022. The average median age of anyone who reads any print media ad is 50 years old (Watson, 2020). That median age falls within the demographic. National Geographic is a magazine that showcases the Earth. The demographic and interest combine and will lead to a well-placed ad.

Cost: \$174,000

Strategy 2: Social Media

Although the targeted demographic does not use social media as frequently as Generation Z or Millennials, social media advertising is a strategy that should not be snubbed as it nurtures leads to become customers, it is a major influence in the secondary audience's lives, and it is a way to connect, engage, and interact with customers in a way that no other advertising platform can.

Paid Media

Tactic 1: Boosted Instagram ads

The Outback XT will become its own branded Instagram account. Starting a new account from scratch and acquiring new followers will require boosted posts to reach the targeted demographic. There will be 3 boosted posts a month. This tactic will be utilized from January 2022 to June 2020.

Cost: \$7 per 1,000 impressions – reach 60,000,000 people. Grand total = \$420,000

Tactic 2: Facebook Ads

As the target demographic is heavily active on Facebook, Facebook will take up the larger portion of the social media budget. Facebook users in the target audience will have Outback XT ads placed on their accounts. This ad campaign will run for 12 months. The targeting will be based on age, location, job title, and income.

Cost: \$2 per click – 600,000 people. Grand total = \$1,200,000.

Strategy 3: Retargeted Ads/Website Ads

By targeting the competitors' websites and websites the demographics are interested in, more men and women between the ages of 44-55 will be exposed to the Outback Xt brand.

Tactic: Retarget Competitors Traffic

Retarget customers on Honda CR-V 2021 website and track browser data. Retarget customers on Ford Edge website and track browser data.

Cost: \$50,0000

Paid Media

Objective 2: Have 100,000 people at the dealership list the Levy/Ohara commercial/ads as the reason they inquired about a purchase by May 1, 2022.

Strategy 1: Super Bowl 2022 Commercial

To achieve maximum exposure, the Outback XT will have a spot on Super Bowl 2022. In 2020, the Super Bowl averaged 102.1 million viewers watched the entire program, 3.4 million streams, and a total of 148.5 million viewers (Adgate, 2021) Based on this information, the Outback XT will bid for a spot right before the halftime show. This will include football fans as well as viewers who are interested in halftime entertainment.

Tactic: Empty Nesters & "Start Me Up"

The vision is to create an ad campaign of a married couple dropping their first child off at college. They have the space of the Outback XT to transport their child's essentials, and then once they move their child into the dorm; but also space to start their next adventure in the Outback XT. The song "Start Me Up" by The Rolling Stones playing in the background. It will be communicated that it is time for the parents to invest in themselves and fill their empty nest with the vehicle and start a new chapter of their lives with The 2021 Subaru Outback Touring XT. Please see "Media Assets" for a comprehensive video script.

Cost: \$5.5 million

Paid Media

Strategy 2: Spot Cable

In the target audience 45% of people between the ages of 45-54 watch television every day and of ages 55-66 55% watch television every day (Stoll, 2021). The television campaign should begin after the Super Bowl spot and run until November 2022. The spot should run during primetime shows on the designated stations.

Tactic: Target Television Stations

1. CNN
2. MSNBC
3. ESPN
4. CBS
5. NBC
6. ABC

These are the television stations the target audience frequent and tend to watch the most of (Blake, 2014). The ad should run in the evening spot as the target audience will be at work during the weekdays and tend to only watch television in the evening.

Cost: \$100,000 per station

Paid Media

Strategy 3: Mobile Advertising

Tactic 1: Social Media Advertising

Implore social media advertising as outlined in the previous objective. These advertising strategies will be checked at the 6-month marker and should be increased depending on performance and whether they are meeting the goal.

Tactic 2: Website Ads

Place banner ads on the following websites:

1. National Geographic
2. CNN
3. Amazon.com
4. Time
5. CBS
6. NBC
7. ABC

Placing banner ads on the websites of the aforementioned businesses will help increase brand recognition, brand continuity, and lead to an increase in sales for the Outback XT.

Cost: \$50,000

Paid Media

Rationale

This media plan will hit the targeted demographic and secondary audience from all angles. By creating an immersive paid media plan, there will be a lasting impression for the consumer, it will create and establish a strengthened brand awareness, and create the desire for owning an Outback XT. The paid media components help support all other components of the IMC campaign by reinforcing them with digital ad spend. The timing of the plan revolves heavily around a Super Bowl commercial. The commercial will be the kick-off that sets this plan into action. All components of the media plan serve to drive the main three objectives of the entire campaign which are one increase brand awareness, to identify vehicle customers with no set brand loyalty and establish loyalty to Subaru, and three increase sales in the target audience. The aforementioned owned, earned, and paid strategies will serve the overall campaign objectives.

Campaign Flow Chart

Subaru Outback XT	Q1 2022			Q2 2022			Q3 2022			Q4 2022		
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Billboards												
Time Square Billboard												
Digital Billboards												
Still Billboard												
Radio												
Spotify Spot												
Print												
National Geographic Ad												
Broadcast												
Super Bowl Commercial Creation												
Super Bowl Commercial Spot												
CNN												
MSNBC												
ESPN												
CBS												
NBC												
ABC												
Website Ads												
Competitors Websites												
Targeted Websites												
Social Media Ads												
Boosted Instagram Posts												
Facebook Ads												
Celebrity Endorsement												
Eugene Levy												
Catherine Ohara												
Campaign Measurement												
Hootsuite												
SEMrush												

Campaign Budget

Below details a description of the overall campaign budgets of all the expenses this campaign will incur. The total campaign budget is \$18,135,100.

Total Budget					
Media Type		Qty	Duration	Cost Per Item	Total Projected
Paid Media Plan	Traditional Media				
Paid Media Plan	<i>Billboards</i>				
Paid Media Plan	Time Square Billboard	1	2 Months	\$22,000.00	\$44,000.00
Paid Media Plan	Digital Billboards	20	2 Months	\$15,000	\$600,000
Paid Media Plan	Still Billboard	50	2 Months	\$10,000	\$1,000,000
Paid Media Plan	<i>Radio</i>				
Paid Media Plan	Spotify Spot	1	1 Month	\$100,000	\$100,000
Paid Media Plan	<i>Print</i>				
Paid Media Plan	National Geographic Ad	1	1 Month	\$174,000	\$174,000
Paid Media Plan	<i>Broadcast</i>				
Paid Media Plan	Super Bowl Commercial Creation	1	1 week	\$25,000	\$25,000
Paid Media Plan	Super Bowl Commercial Spot	1	30 seconds	5,000,000	5,000,000
Paid Media Plan	CNN	1	1 Month	\$5,000	\$5,000
Paid Media Plan	MSNBC	1	1 Month	\$5,000	\$5,000
Paid Media Plan	ESPN	1	1 Month	\$5,000	\$5,000
Paid Media Plan	CBS	1	1 Month	\$5,000	\$5,000
Paid Media Plan	NBC	1	1 Month	\$5,000	\$5,000
Paid Media Plan	ABC	1	1 Month	\$5,000	\$5,000
Paid Media Plan	<i>Website Ads</i>				
Paid Media Plan	Competitors Websites	2	12 months	\$5,000	\$120,000
Paid Media Plan	Targeted Websites	7	12 months	\$5,000	\$420,000
Paid Media Plan	<i>Social Media Ads</i>				
Paid Media Plan	Boosted Instagram Posts	18 (3 per month)	6 months	\$0.50	\$420,000
Paid Media Plan	Facebook Ads	12	12 months	\$2	\$1,200,000
Owned, Earned, Paid Media Plan	<i>Celebrity Endorsement</i>				
Owned, Earned, Paid Media Plan	Eugene Levy	Contract	Contract		\$4,500,000
Owned, Earned, Paid Media Plan	Catherine Ohara	Contract	Contract		\$4,500,000
Measurement Strategy	Hootsuite	12	12 months	\$600	\$600
Measurement Strategy	SEMrush	12	12 months	\$1,500	\$1,500
Total Projected Spend:					\$18,135,100.00

To break even, 360 Subaru Outback XTs would need to be sold at \$50,000. This campaign believes it can yield a much higher amount of sales than 360 vehicles.



Section E: Media Assets



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Media Assets

Facebook and Twitter Ads

Schitt happens when you wait for
for the right moment...



These creative pieces will serve as Facebook posts that can be sponsored to reach more of the target audience. It will help serve to meet the objectives of increasing brand awareness.

Media Assets

Instagram Posts



The adventure you've been waiting for, in the luxury you deserve
#AdventureOutbackXT



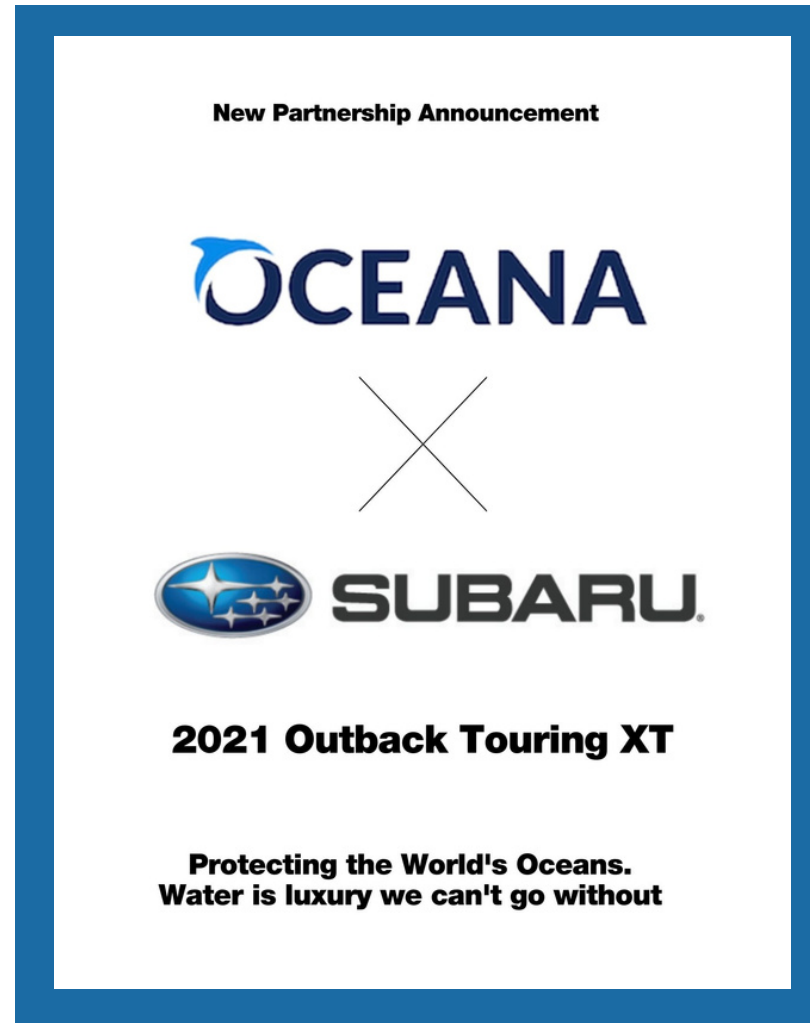
They're off on their adventure. Now it's time for you to be off on yours. In luxury, tailored to you. #AdventureOutbackXT



These creative pieces will serve as Instagram posts that can be sponsored to reach more of the target audience. It will help serve to meet the objectives of increasing brand awareness.

Media Assets

Oceana Partnership Announcement



These creative pieces will serve as a digital announcement that can be utilized on the webpage as well as in email marketing strategy. This It will help serve to meet the objectives of increasing brand awareness,, develop stronger brand loyalty, and increase sales.

Media Assets

Billboard



These creative pieces will serve as a traditional advertising method. The placement of these billboards should be in Metropolitan and Suburban with high traffic volume. It will help serve to meet the objectives of increasing brand awareness, getting more Subaru-loyal customers, and increasing sales.

Media Assets

Superbowl 2022 Commercial

Video Script

#	Video	Audio
1.	WIDE SHOT (WS): Levy and Ohara hugging their college student.	OHARA: Do you have everything? MUSIC: Melancholy music
2.	CLOSE UP (CU): Levy and Ohara tenderly watching their child walk away	SOUND EFFECTS (SFX): People chattering, welcome to college MUSIC: Melancholy music
3.	LONG SHOT (LS): Levy and Ohara getting into their 2021 Outback XT	MUSIC: Melancholy music
4.	CLOSE UP (CU): Levy and Ohara turning to each other and smiling	SFX: Car starting MUSIC: "Start Me Up" by The Rolling Stones" up.
5.	LONG SHOT (LS): Car making it down the road.	SFX: Road sounds. MUSIC: "Start Me Up" under.
6.	CLOSE UP (CU): Couple in taking a hiking picture.	SFX: Camera shutter. MUSIC: "Start Me Up" under.
7.	LONG SHOT (LS): Couple walking near a waterfall.	SFX: Waterfall MUSIC: "Start Me Up" under.
8.	LONG SHOT (LS): Car making it down the road.	SFX: Road sounds. MUSIC: "Start Me Up" under.
9.	LONG SHOT (LS): Couple off-roading.	SFX: Road sounds. MUSIC: "Start Me Up" under.
10.	LONG SHOT (LS): Couple looking at the night sky from their Outback XT.	SFX: Night time sounds, crickets. MUSIC: "Start Me Up" under.
11.	CLOSE UP (CU): Levy and Ohara picking their student up from college.	LEVY: How have we been doing? MUSIC: "Start Me Up" under.
12.	WIDE SHOT (WS): Couple returning to their car smiling	OHARA: Do you have the keys?
13.	CLOSE UP (CU): Starting the car	SFX: Car Starting.
14.	OFFSCREEN: Subaru Outback XT	MUSIC: "Start Me Up" up.
15.	OFFSCREEN: "With the Subaru Outback XT – you'll find your nest isn't so empty after all."	MUSIC: "Start Me Up" up.
16.	OFFSCREEN: "Start building your next adventure, in luxury at www.subaruoutbackxt.com ".	MUSIC: "Start Me Up" up.

These creative pieces will serve as a traditional advertising method. The placement of the Subaru Outback XT commercial starring Levy and Ohara during Superbowl 2022 will help serve to meet the objectives of increasing brand awareness, getting more Subaru-loyal customers, and increasing sales.

Media Assets

Story Extensions

Based on the Outback XT's video theme, below are three examples of extensions that demonstrate how the story can expand into other types of media or other video executions.

1. GIFs

One way the story could be expanded is with the use of promotional GIFS. The shot from the story “LONG SHOT (LS): Couple off-roading,” could be transformed into a GIF and then used on Twitter and Facebook for advertisement along with the phrase “With the Subaru Outback XT – you’ll find your nest isn’t so empty after all” This idea is independent of the same theme.

2. Photo Slides

Another way the story could be expanded is with the use of promotional photo slides. There could be four stills of the following shots:

1. Shot #2 CLOSE UP (CU): Levy and Ohara tenderly watching their child walk away.
2. Shot #9 LONG SHOT (LS): Couple off-roading.
3. Shot #10 LONG SHOT (LS): Couple looking at the night sky from their Outback XT.
4. Shot #11 CLOSE UP (CU): Levy and Ohara picking their student up from college.

These photos could be used on all social media platforms – on Twitter and Facebook as regular photo posts and on Instagram as a carousel advertisement. This idea is also independent of the video with the same theme.

Media Assets

Story Extensions

Print Ad

Finally, a third way the story could be expanded is with the use of promotional still from the shoot for a print ad. The shot from the story “LONG SHOT (LS): Couple off-roading” will be photographed as a still. An overlay of the phrase ““With the Subaru Outback XT – you’ll find your nest isn’t so empty after all”” will be printed on the ad. At the bottom of the ad will be “Start building your next adventure a www.subaruoutbackxt.com



Section F: Measurement Strategies, Tactics, and Benchmarks



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Measurement Strategies, Tactics, and Benchmarks

Measurement Strategies

The following evaluation plan will help to ensure that the marketing goals and objectives of this campaign are met on time, it will help to measure the overall success as well. The plan consists of several quantitative and qualitative methods to be certain that the tactics and strategies are efficiently meeting goals and objectives and to identify the strong and weak points of the campaign. This data will help to track the campaign progress and the overall campaign objectives:

- To increase brand awareness by 20% by the beginning of 2023 in the target audience
- To identify vehicle customers with no set brand loyalty and establish loyalty to Subaru across the target market by 15% beginning of 2023
- To increase sales in target audience by 25% beginning of 2023

The evaluation plan has a budget of \$2,100.

Objective 1: To increase brand awareness by 20% by the beginning of 2023 in target audience

Measurement Tools - Google Analytics, Hootsuite and Social Listening, SEMrush

Rationale: a key indicator of whether or not brand awareness will have increased will be by utilizing Google Analytics, Hootsuite, SEMrush, And Social Listening. Google Analytics is an important tool to track metrics of actions being taken on the website. To track social media metrics and utilize social listening, the Hootsuite platform will be an integral piece of this strategy. SEMrush will be a valuable tool during this campaign because, in addition to running reports on the website's health, it helps to inform where the improvements could be made to optimize user engagement. Some of the other resources include: the keyword manager that informs how to better optimize the page and

Measurement Strategies, Tactics, and Benchmarks

the side-by-side competitor view to see how a webpage compares to a competitor's webpage. Lastly, Hootsuite has a social listening tool where the company can keep an eye on any mentions of the “Outback XT” and see how people are talking about the product.

Criteria: By June of 2022, KPIs should all increase by 10%, by January 2023, all KPIs should increase by 20%.

Tools Exploratory:

1. Hootsuite

Hootsuite will be able to track and report on all social media metrics. The social media KPIs will be:

- Page Likes
- Followers
- Impressions
- Engagement
- Reach

These KPIs will be checked quarterly to be certain that they are hitting the benchmarks of the campaign. Additionally, The Hootsuite contract will be a 12-month contract that has the option of being renewed by the end of the campaign.

Media Budget: Hootsuite: \$600

Measurement Strategies, Tactics, and Benchmarks

2. Google Analytics

Google Analytics will be utilized to track how many visitors stop by the Outback XT website and what pages they engage with the most. The Google Analytics code will be placed on the Outback XT webpage to help track important data about the website. This tool will help to view the bounce rate of the number of visitors who leave the page after only viewing one page, it can help to uncover the demographics of the people who visit the website such as age, gender, interests, devices, and location (ProWeb, 2020). It will be useful to track this in correlation with the blog posts to see what topics reach customers the most. Google Analytics is a free tool and will cost no money to utilize in the campaign.

3. SEMrush

SEMRush will help to ensure that the webpage is efficiently running and outperforming competitors. The solutions on SEMrush include:

- SEO
- Content marketing
- Competitor research and
- PPC from just one platform (SEMRush,2021)

The marketing team will be responsible for running reports on all of the aforementioned solutions weekly to ensure the campaign is outperforming its competitors and effectively reaching its target audience.

Media Budget: SEMrush: \$1,500

Measurement Strategies, Tactics, and Benchmarks

Objective #2: To identify vehicle customers with no set brand loyalty and establish loyalty to Subaru across the target market by 15% beginning of 2023

Criteria: By June of 2022, logs should indicate a 7.5% increase. By January 2023, logs should indicate a 15% increase. The 15% would come as a result of vehicle sales to say that 15% of non-brand loyal customers, became brand loyal by January 2023.

Measurement Tool - Data Logs

Rationale: Every dealership will be required to log the following information when making a 2021 Outback XT sale for the duration of the marketing campaign:

- Vehicle brand the customer previously had
- What deciding factor led them to purchase the XT
- If they are current Subaru customers, what led to upgrade

Keeping data on these points for the duration of the campaign will help to identify whether or not the campaign reached new customers.

Data logs would become part of the vehicle sale closing process and would not be an additional expense for the company. The logs will be created utilizing Google forms.

Measurement Strategies, Tactics, and Benchmarks

Method - Focus Groups

Rationale: To better understand whether or not the marketing efforts will create more brand loyal customers, 10 married couples in the target audience (men and women 46-55 years old) will be pulled for a focus group. There will be a roundtable discussion with a moderator. The moderator will show the focus group all of the aforementioned marketing materials for this campaign and then ask the following questions:

- How did you feel after watching the commercial?
- How do you feel about the Outback XT becoming its own individual brand?
- Do you like the idea of the Outback XT partnering with Oceana and if so, why?
- What is your perception of the vehicle?
- What is one word you would use to describe the Outback XT and why?
- How likely would you be to purchase an Outback XT after viewing these materials?

The focus group will be a helpful indicator to understand whether or not the marketing materials achieved the desired outcomes. This focus group will take place the September before the campaign launches to ensure its efficiency.

Measurement Strategies, Tactics, and Benchmarks

Objective #3: To increase sales in the target audience by 25% beginning of 2023

Criteria: By June of 2022, Sales Reports should indicate a 12.5% increase. By January 2023, Sales Reports should indicate a 25% increase.

Measurement Tools – Sales Reports

Quarterly, the marketing team will sift through the demographics of all Subaru 2021 Outback XT sales to determine whether or not the target audience is purchasing the vehicle. The household income, age, and familial status will all be points of interest in the sales reports.

It is important to note that this campaign will be ever-evolving. The aforementioned measurement tools will help to track the success of the campaign during its 12-month duration, however, the campaign will be checked quarterly to make sure it's on track for the 6 and 12-month criteria. As the campaign does have a split between traditional and digital elements, it is important to have services to track and monitor analytics, SEO, and social listening to make sure that no KPI slips through the cracks. Data logs will be valuable to the campaign to determine whether goals can be increased or if the strategy needs to be repositioned.



Section G: Conclusion and Works Cited



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Conclusion

This Integrated Marketing Communications (IMC) plan ensures continuity for messaging that supports each marketing piece previously mentioned for the “Empty Nesters Adventure” campaign. The campaign will use IMC to better reach and impact the target audience by bringing together media assets in the forms of both digital and traditional media to secure the maximum amount of target audience seeing this messaging. There is not just one way to reach customers anymore, it must be a whole array of both traditional and digital strategies to have maximum impact and meet the campaign's objectives.

Utilizing celebrity spokespersons that resonate with the target audience, nonprofit partnerships that positively impact the brand image, a nationwide Super Bowl commercial that will get record-breaking exposure for the brand, digital ads strategically placed across an array of platforms, social media presence to intrigue the secondary demographics, a strong public relations plan that shows the Outback XT in a positive light, and solidifying those strategies with tactics and achievable goals will have our target audience flocking to the dealerships and rushing to our website to get their own customized Outback XT.

The vehicle industry, especially for luxury SUVs, is very saturated but with this campaign, the Outback XT has the ability to break through the clutter and impact its potential customers in a unique and intriguing way. With these solutions, the Outback XT will be a trailblazer for creating a sense of community amongst vehicle owners. Additionally, with the resources provided, the Outback XT will be showcased as the individualized vehicle that it is - convenient, sleek, and modern, but also ready for adventure at all times.

Conclusion

The Subaru brand already has a loyal following and a secure reputation of being safe and reliable. It is true that currently, Subaru reaches a plethora of people, but the goal of this campaign is to really hone in on a new audience that can be positively impacted by everything this vehicle has to offer. We aim to showcase that being an empty nester is absolutely not a bad thing, it is an opportunity for a new adventure, and that adventure should be taken in an Outback XT.

The Outback XT will be an extension of the Subaru brand but create its own image to better solidify it being a luxury vehicle. This play aims to strengthen the brand recognition of the vehicle as it is not a traditional Subaru and therefore should not be marketed as such. The target market is a demographic with additional disposable income now that their children are at college age. They can benefit from being able to customize their vehicle but also feel safe with the features of self-driving and driving assistance that the Outback XT has. Those features alone put Outback XT above any other vehicle in the market. It outperforms its competitors in safety, off-roading, space, comfort, and quality, and it provides an outstanding amount of luxury. Anyone who wants luxury and adventure should own this vehicle - and that is what the campaign will showcase.

This Integrated Marketing Communication strategy taps into the Outback XT's most concerning needs which is to have increased sales in the target audience but in doing that, brand recognition across all markets will be heightened as a benefit of this campaign. The excellent features and luxurious feel redefine what makes Subaru a Subaru and we will redefine how people perceive owning a Subaru when it is the Outback XT.

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