



[MILE\_STONES]

[WIFE\_STONES]

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# [ Executive Summary ]

## Situational Analysis

Established in 1933, it has been the goal of Nissan to provide its customers with high quality and dependable vehicles. With the incorporation of technology and style, Nissan has fused together a lineup of vehicles that changed the way consumers view the world and move in it. Presently, Nissan is faced with the challenge of achieving increased awareness and lasting favorability among various Multicultural Millennial groups.

## Target Market

Nissan seeks to attract Multicultural Millennials in the African American, Hispanic and Chinese segments ages 18-29. Since each segment varies in terms of ideals and viewpoints, it is necessary to market to the needs of each individual group. With this in mind, Velocity Communications segmented the target groups in to three distinct categories: Spontaneous Starters, Ambitious Achievers, and Sophisticated Settlers. This allowed us to uncover the deep-seated motives and habits of each segment and to speak directly to our target market.

## PR and Partnership Opportunities

Our market is one that not only seeks adventure, freedom and travel, but embraces it. With this, we have developed a promotional Video Competition that will enable its contestants to share their life challenges and Mile\_Stones, with rewards relating to travel packages. What is unique about this marketing tactic is its potential to open up partnership opportunities with travel agencies like Contiki Tours. By combining this strategy with our theme of life Mile\_Stones, we believe that we will not only raise awareness, but bring more Multicultural Millennials to the Nissan Family.

## Strategy

Velocity Communications understands that the Nissan brand is fueled by “Innovation” and performance. With these concepts, we developed an over-arching theme of Mile\_Stones. With this new theme, we will highlight the idea than Nissan products are ever present in the accomplishment of life’s many challenges and be seen bringing consumers “More Mile\_Stones to the Gallon.” By incorporating the core values and experiences of each of our segments and applying our theme of Mile\_Stones, we believe we can effectively relate to and reach our target market.

## Technology and Media

After analyzing the common traits among our target market, we discovered that the use of technology is dominant throughout each segment. To use this to our advantage, we have developed a plan to utilize smart phone applications and traditional print media. With Augmented Reality (AR) advertisements, we will spark interest and create a better ad viewing experience for our designated market. Velocity Communications will also revitalize traditional direct mailing systems. By sending flash drives to Multicultural Millennials throughout the nation, they will have access to Nissan promotional content. By visiting their local Nissan dealerships, they will also be able to access exclusive content and potential rewards via in-store kiosks. We believe that these unique strategies will engage our audience and increase brand awareness.

# [ SWOT ]

## **Strengths**

- Dependable and user friendly vehicle models
- Innovative and well-styled vehicle design
- Strong corporate management
- Strength of the Nissan brand
- Secure financial position
- Reasonable prices

## **Opportunities**

- Expanding Asian market
- Fuel efficient and eco-friendly vehicle models
- Pop-culture phenomenon

## **Weaknesses**

- Reliance on overseas market
- Ineffective advertising
- Mundane marketing

## **Threats**

- Intense competition with Toyota and Honda
- Market saturation
- Government regulations and increasing fuel prices
- A soft economy

# Competitive Analysis

## Honda

### Target Market

Honda has a target market consisting of various individuals centered on each make of vehicle. For instance, the Civic appeals best to young active males. The Accord best applies to young and older professional couples.

### Vehicles

There are several different vehicles in the Honda line up: the Accord Sedan (\$21,380), the Civic (\$15,805), the Pilot (\$28,470), the Fit (\$15,175) and the Insight (\$18,350) are.

### Brand Identity

The Honda brand is well known for providing its customers with quality build cars and trucks which are exceptionally well in setting the standards for environmental friendliness. Additionally, the Honda name comes with products which continue to provide well established ratings and safety features. Honda built cars and trucks enjoys the reputation for reliability, efficiency and performance.

## Strengths and Weaknesses

### Strengths

Honda has strong brand equity with unique products catered to its buyers; it has a powerful research and development department; well established base in the car market.

### Weaknesses

The Civic vehicle is considered to be weak in the lineup of cars Honda has; it is not well established in the truck market; they have a reputation for being underpowered.

### Where They Compete

With high performance and high quality vehicles at competitive prices, Honda continually competes with Nissan. Moreover, Honda pressures its competitors to build a motive and meaning behind their products with its high value on philanthropy and social welfare.

## Mazda

### Target Market

Mazda's target customers are "Those individuals who stay young, have a good capability to express themselves, are always passionate and are self-confident in their choices."

### Vehicles

2012 Vehicle Line-up has 20 cars. The MX-5 Miata (\$23,470), Mazda3 (\$15,200) and RX-8 (\$26,795) are the most popular.

### Brand Identity

There are similar products throughout the automotive industry. Mazda considers it vitally important to strengthen its emotional bonds with consumers so they choose a Mazda car from among its competitors. In order to create an excellent brand image through strong emotional ties with consumers, Mazda did not initially concentrate on brand strategy schemes, but rather sought to define a brand DNA.

# Competitive Analysis

## Strengths and Weaknesses

### Strengths

Sports cars, speed that appeals to the younger demographics; memorable “zoom zoom” commercials; offer a wide range of styles; Bose audio offers; a lot of horsepower.

### Weaknesses

Safety ratings are 3/5, 4/5 for several models. Not “American” enough for the public; small and compact for bigger drivers/passengers.

### Where They Compete

Not really advertising themselves as a fuel economy brand. They are more about being sporty and stylish, and there will always be competition when it comes to that. Price is very spread out depending on the car, but it again is something Nissan must be mindful of.

## Toyota

### Target Market

The target market for Toyota ranges from the young “urban youth” individual to families and adults. Toyota essentially has a vehicle which can appeal to each individual and lifestyle.

### Vehicles

In 2011 Toyota had total sales of \$1,763,590 with its top selling vehicles being the Camry (\$21,955), the Avalon (\$33,195), the Highlander (\$28,240), and the Tundra (\$25,155).

### Brand Identity

Toyota is a car manufacturer who promises to deliver quality vehicles which are stylish and elegant in their appearance. Showing a concern for environmental safety, the brand promotes and creates itself to be one of the leading “green” companies. Toyota identifies itself as a company which will always deliver quality vehicles no matter the cost.

## Strengths and Weaknesses

### Strengths

Mixed variety of products allows Toyota to appeal to various lifestyles; established competitor in environmentally friendly vehicles; well established global competitor with factories in both U.S. and China.

### Weaknesses

Previously had a large scale recall which hurt the overall reputation and image of the brand itself; Toyota produces the highest number of vehicles over its competitors (not necessarily due to sales but due to lack of strategically located plants).

### Where They Compete

Toyota competes on all levels, from those concerning themselves with the environment to the deliverance of quality trucks and SUVs. Toyota is a brand which lives off the saying “1 for everyone” - a car and truck for all, no matter the background of the individual. With much effort placed on their marketing, the Toyota brand has clearly identifies itself as a strong competitor against Nissan and others in its market. It is seen as a company which not only creates elegant cars and trucks, but vehicles which do little harm to the environment.

# [ Primary Research ]

## Research Overview

Velocity Communications conducted extensive primary and secondary research to ensure that the best strategies were chosen to engage Multicultural Millennials' interest in Nissan products. With this gathered information we are able to provide a detailed and comprehensive evaluation of the automotive industry and our target market.

## Primary Research

To understand our specified market of 18-29 year old multicultural groups, Velocity Communications developed and administered a research survey aimed at addressing our target market's media consumption, buying habits and interests. With more than 180 responses from a diverse multicultural audience, we discovered trends that reflected the findings of our secondary forms of research. These results show where one would receive information about vehicles, the most important features of vehicles and their consumption of digital forms of media. We also built on our primary research by visiting various Nissan dealerships and conducting thorough interviews with their respected sales managers.

## Where Do We Get Our Information?

The millennial generation is vastly different than those before. Millennials live in a digital age, spending much time on different forms of technology that connect them to their social environment. According to our research, over 80% of those interviewed stated that they use the Internet to educate themselves on big ticket items (such as Nissan cars and trucks). This, however, does not alienate the role of the family as an important resource for information. As indicated by our survey, 60% of our participants talk to their parents when purchasing a big ticket item. This survey also reveals that digital forms of media are the most used informational sources among our target market. Magazines and newspapers were surveyed as ineffective with only 16% of our market using print media to educate themselves on available options.



# [ Primary Research ]

## **What Features In a Vehicle Are Important?**

In our survey, we provided participants with seven different vehicle features and attributes and asked them to rank their importance. Those features were: price, fuel economy, environmental friendliness, safety features, vehicle customization, the brand behind the vehicle and its dependability. We discovered that millennials hold dependability and price as the most significant factors in a vehicle purchase whereas customization and a vehicle's environmental friendliness were the least important factors in their decision. For a more detailed presentation of our findings please refer to our market's rankings below, as indicated by our survey (from most important to least important).

- Dependability
- Price
- Fuel Economy
- Safety Features
- Brand Behind the Vehicle
- Environmentally Friendliness
- Vehicle Customization

## **What Do We Think of Today's Car Manufacturers?**

Each consumer holds differing views regarding Toyota, Honda, Mazda and Nissan. In our survey, we found that some brands names hold a higher overall impression when it comes to how our market views their products. We found that Honda is seen as the brand with the highest quality cars and trucks. Toyota was found to be in middle. Mazda and Nissan were considered to be low in quality.

## **What Media Do We Consume?**

As we've already indicated, we live in a digital age where our generation is constantly connected with one another through social media networking sites like Facebook and Twitter. Our marketing survey further reinforces our secondary research that we mainly consume digital forms of media. This implies that traditional forms of media (print and television) are generally less effective when it comes to reaching our millennial market. Our survey's results indicate that our market "hardly ever" reads magazines or newspapers. While television and Twitter have slightly more popularity among our respondents, our survey found that Facebook is more widely used. Participants stated that they spend (on average) "4+ hours" on Facebook a week. With this information, utilizing Facebook is the best option for getting information about Nissan products to the millennial generation.



# Secondary Research

## Overview

The established millennial generation and the emerging multicultural market are rapidly gaining momentum in the current American consumer population. Together both of these groups constitute over half of the general United States population. According to a Pew Research Center Report, approximately 36% of the millennial generation is multicultural (i.e. African American/Black, Hispanic, and Asian) while their white counterparts make up about 61% of the generation. This indicates that the millennial multicultural market is rapidly becoming an important part of the greater American consumer population. The United States Census Bureau's report from 2010 further stresses this rapid population growth. Hispanics/Latinos accounted for 12.5% of the total population in 2000 and this number increased to 16.3% in 2010, giving us a 43% increase in population from 2000 to 2010. African Americans/Blacks constituted 12.3% of the general population in 2000 and increased to 12.6% in 2010, a 12.3% increase from 2000 to 2010. Asian Americans composed about 3.6% of the population in 2000 and increased to 4.8% in 2010, with a total change of 43.3% from 2000 to 2010. All three of these populations increased more rapidly than their only white counterparts whom only saw a 5.7% increase in total population from 2000 to 2010. The rapid growth and importance of the millennial multicultural generation in the United States consumer market motivated the Velocity Communications team to further research the population as a whole and its respective groups.

In correlation with the acquired primary research, Velocity Communications gathered extensive secondary research from a wide variety of sources to understand and reinforce our findings on the 18-29 African American, Hispanic, and Asian American multicultural target market in the United States. When examining our sources, it was important to research and treat each multicultural group individually to identify with their diverse backgrounds, behaviors, and values. The majority of the information was obtained from various online publications and databases such as the following: Pew Research Center, Marketing Week, Advertising Age, J.D. Power etc. After gathering research on each respective multicultural group 18-29 years of age, Velocity Communications thoroughly evaluated the millennial multicultural market to identify each group's demographics, values, media consumption, technological engagement, and buying habits. The overall millennial multicultural market profile indicates the following:

## Hispanics

- Hispanics/Latinos tend to be very family oriented
- Many Hispanics are bilingual and more are U.S. rather than foreign born



# [ Secondary Research ]

## **Hispanics Cont.**

- 49% of Hispanics watch Spanish language programming
- Radio and Spanish-language television tend to be more effective when targeting Hispanics
- Hispanic Americans are the fastest growing demographic group in the U.S.
- 52% of Hispanics created a social networking profile
- 73% of Hispanics use the internet
- 39% of Hispanics plan to graduate from college
- 28% of Hispanics say they depend on family for financial assistance vs. 70% who say they do not depend on family

## **Asian Americans**

- Asians follow whites in internet access and are ahead of Hispanics and African Americans
- Asian Americans are on average more highly educated and professional
- The most numerous Asian subgroup is Chinese Americans
- Compared to Hispanics and African Americans/Blacks, Asians on average have higher incomes

## **African Americans**

- 71% of African Americans created their own social networking profile
- 91% of Blacks use the internet
- 55% of Blacks plan to graduate from college
- 33% of Blacks say they depend on family for financial assistance vs. 65% who say they do not depend on family

## **Millennials**

- 1 in 5 have posted a video of themselves online
- 75% have created a profile on a social networking site
- 21% are currently married and 34% are parents
- 83% of Millennials sleep with a cell phone nearby
- 65% of Millennials resort to television as their main news source
- Millennials on average are less environmentally conscious than any other generation

# [ Segmentation ]

## **Spontaneous Starters**



18-22 - This age group is one that seeks adventure. They are college aged students who often do not have a lot of spending money. Although they do not have much money, they are quick to spend cash when they receive a paycheck. Spontaneous Starters like to follow the latest trends and keep up with the latest technology. Major Websites used by our Spontaneous Starters are Facebook, Twitter, and YouTube. They are open to trying new things and are often focused on figuring out their future plans after graduation.

## **Ambitious Achievers**



23-26 - This age group is starting to live out some of the goals they had set for themselves back in college. The ambitious achievers have just completed college and are finally living life on their own. This has taught them how to be responsible. Many are focused on finding a job and maintaining a stable relationship. Ambitious Achievers are starting their first job with a year-end salary, which allows them to make large purchases. Some of these bigger purchases include: rent, a car, insurance, etc.

## **Sophisticated Settlers**



27-29 - Many individuals in this age group are primarily focused on starting a family. They have settled down in their marriage and are ready to start having children. They value safety and security over adventure and spontaneity. Many are settled down with one of their first significant jobs and are more comfortable in the workforce and can focus on family. The Sophisticated Settlers have more funds that can be put towards significant purchases and big ticket items since they have been able to save money.



# [ Partnership ]

## Contiki Tours

Partnerships may be used to promote or advance a company's name and brand recognition. Velocity Communications proposes Nissan establish a partnership with Contiki Tours: an innovative company which creates eye-opening travel experiences for young travelers around the globe. This allows them to experience all that life and the world has to offer. These tours are mainly restricted to individuals who are 18-35 years old, allowing each participant to connect to one another and establish lasting friendships. Considering Nissan's aspiration for innovation, we believe this partnership would prove to be beneficial to Nissan's target audience of 18-23 year old adventure seeking Multicultural Millennials.

**“Contiki Tours allows our target market to experience all that life and the world has to offer.”**



# Tactics

## Augmented Reality Advertisements

We live in a world where technology is ever increasing and its presence is consistent from day to day. For instance, according to Pew Research over half of our Multicultural Millennial market owns a smartphone. This percentage is constantly rising and we at Velocity Communications believe that flat print advertisements are in dire need a makeover.

Augmented Reality (AR) print advertisements are forms of marketing which appear to be identical to their “regular” print ad counterparts. They differ however when being viewed through the lens of a smartphone or device which supports AR code encryption. To better explain, a viewer of a AR advertisement has the ability to further their ad viewing experience by downloading a custom made application which can be created and uploaded to Apple’s App Store or the Droid Marketplace. This “Nissan Viewer” app would first be opened and the reader would then focus their device’s camera at the advertisement. What follows is a digital hologram which can be seen only from the device’s screen. This digital image can be rendered in full three dimensional space which allows the viewer to shift their viewing perspective to see the front or back of what is being projected. They can even zoom in and out by physically moving towards or away from the advertisement.

**“For instance, according to Pew Research over half of our multicultural millennial market owns a smartphone.”**

## Why Augmented Reality?

Imagine, a Nissan print advertisement which indicates to readers that they can enhance their perspective on Nissan by following a basic set of downloading instructions for the AR app. After, they can fully view the external body of a miniaturized Nissan vehicle. Viewers would be able to shift their perspective and see not only the front of the vehicle, but its sides and back. Furthermore, the digital projection can be featured with opened car doors to which the viewer can then get an up close look at its interior. We find that these advertisements are so unique that they could even be expanded from magazines to bus stops, subways and local level dealerships. We believe that this will build on the value of Nissan’s concept of innovation and will ultimately connect to our theme by addressing the Mile\_Stones of technological progression and ad viewing evolution.



# [ Tactics ]

## Flash Drives

We at Velocity Communications believe that our flash drive direct mailing strategy will significantly improve the efficiency of marketing the Nissan brand. These flash drives will be mailed to thousands of multicultural millennials who are located in major cities throughout the U.S.. We will first purchase address information from an external 3rd party, ensuring that our target market is met directly with this marketing tactic. Within each individual flash drive, there will be a link to the Nissan website which will immediately open upon being inserted into any computer. There will also be a prompt on the drive with a request for the customer's e-mail address in exchange for a chance to win a variety of rewards - such as a free oil change, a discount on select vehicles, or free maintenance and repairs for a year. Flash drive users will also be able to redeem other benefits from a national partner company which in turn will have access to the same email addresses.

## Kiosks

### Local Level

As an extension to this highly effective direct mailing tactic, we also recommend with the incorporation of in-store kiosks. These kiosks will serve as a hub for exclusive content for flash drive recipients to access from their device. All that is required is for customers to stop by their local dealership and plug in their flash drive. This will increase the number of people visiting Nissan dealerships and thus have a positive effect on brand awareness. Additionally, as a part of our rewards program in accordance with our flash drive, recipients will be able to check to see if their flash drive holds a set of "Golden Keys" to a brand new Nissan vehicle of their choosing.

## Why Flash Drives?

We believe that this method of direct mailing will ultimately be met with success and has the potential to extend beyond the direct mailing medium. For instance, drives could be passed out car shows and any national marketing tours done by Nissan or partnering companies.

In conclusion, the product itself will cost around \$1.45 a piece to purchase. This may seem excessive compared to other direct mailing packages currently being used. However, when you consider the response rates that have resulted in previous uses of this product, it is self-evident that this specific form of marketing will generate significantly more interest in the Nissan brand than any other direct mailing strategy.



# Tactics

## Video Competition

According to the research that we've conducted, we discovered that Multicultural Millennials not only seek adventure, challenge, freedom and individuality, but they strive for and embrace it. Additionally, a Pew research study indicated that on average one in five millennials (aged 18-29) have a video of themselves posted to an online video website such as Youtube, and that one third of millennials have viewed an online video in the past 24 hours. These statistics indicate that our target market is largely involved in a social universe where stories, cultures and life Mile\_Stones are joined as one.

We therefore propose in the creation of a video sweepstakes in which individuals are to submit a video of themselves describing and explaining how their culture and heritage has helped them achieve and overcome a significant life Mile\_Stone or challenge. Videos will be limited to 3-5 minutes and will be uploaded to Nissan's Youtube page. Users will be informed of this video competition via Nissan social media sites like Facebook, Twitter, and Youtube advertising banners and videos. Furthermore, contestants will have a time frame of one month in which they will be able to freely post their stories and experiences to Nissan's Youtube page. In the end, Nissan itself will select the top ten individual's whose stories evoked the most meaning, significance and substance after which, the viewers themselves will select the top five winners.

## Weekend Getaway

Those top five contestants who are chosen as the Weekend Getaway winners will be rewarded with the choice to travel anywhere throughout our nation for 3-4 days. Destinations such as Las Vegas, National Parks, or Disney World will be available to them - with limited travel and expenses paid for by Nissan. Upon the conclusion of their Weekend Getaway, Nissan will then provide one last reward in the form of a free car or truck.

## Why a Video Competition?

We believe that this video competition will challenge contestants and enlighten viewers of heritage differences, lifestyles and cultural backgrounds. In sum, if this competition proves to be successful, then we believe that the establishment of partnerships with tour agencies and travel companies will greatly benefit Nissan and the the partner itself.

**“These statistics indicate that our target market is largely involved in a social universe where stories, cultures and life Mile\_Stones are joined as one.”**

## Commerical Series

Television advertisements continue to be one of the leading methods of marketing in today's society. With this said, we at Velocity Communications propose in the creation of a commercial series which will connect with and address each individual segment in which we've previously established. As stated, these commercials will not only tie directly to the specified age ranges, but will resonate within each ethnic segment by highlighting their lifestyle and culture in a unique and compelling manner. The following subsections present examples of the specific commercials that we would apply to our "Spontaneous Starters," "Ambitious Achievers" and "Sophisticated Settlers" segmentation sections.

**“These commercial will resonate within each ethnic segment by highlighting their lifestyle and culture in a unique and compelling manner.”**

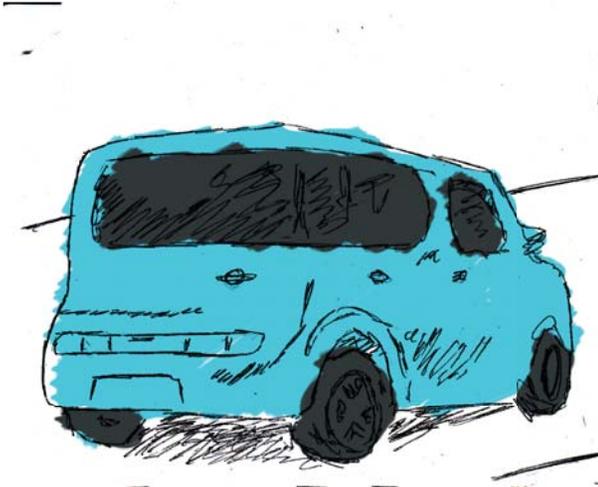
## College Life and the Spontaneous Starters

From 18-22 years old, the Spontaneous Starters are ready and anxious for starting their college careers and developing new friendships. Our commercial character isn't limited to a particular ethnicity, but individuals who are between the ages of 18-22. This primary character would stress the importance of his/her lifestyle by passionately displaying their involvement with close friends, music and social spontaneity. We would stress the importance of the bonds and friendships that are created through the introduction of college and how this individual's Nissan helped them reach this particular Mile\_Stone. As reflected throughout this commercial, the underlying message would be that Nissan has helped the individual conquer the challenges of college acceptance and social entertainment - for without Nissan, less could be achieved in terms of exploring the possibilities.

\*Featured Vehicle - Nissan Cube

# [ Tactics ]

## \_ Commercial Story Board



It is dusk and the commercial opens with a Nissan cube driving down a stretch of road with which the driver's destination is unknown.



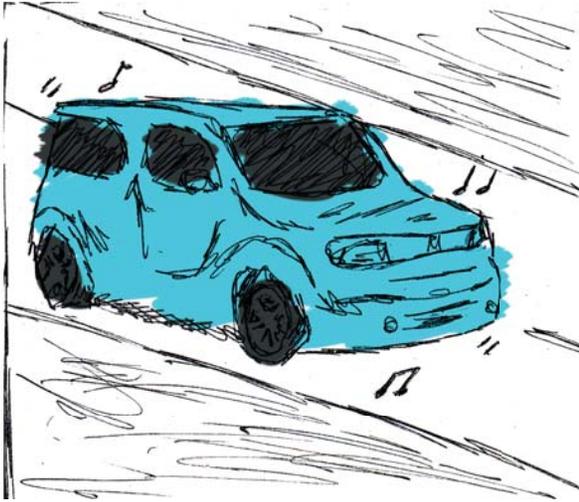
A shift of the camera angle reveals that the driver is an African American male who is listening intently to the music playing over the radio. He seems content and ready for the night to come.



Making his first stop, he picks up a group of diverse students (one African American male and two females - one Hispanic and one Chinese) from outside a college dormitory.

# Tactics

## Commercial Story Board



After everyone hops in, they proceed to their destination. The music is louder and everyone is preparing themselves for what's to come.



They finally arrive. The driver parks his Nissan, and the event is an outdoor party with several different students of various ethnicities and backgrounds. The Nissan Cube almost watches the students, as they enjoy their night.



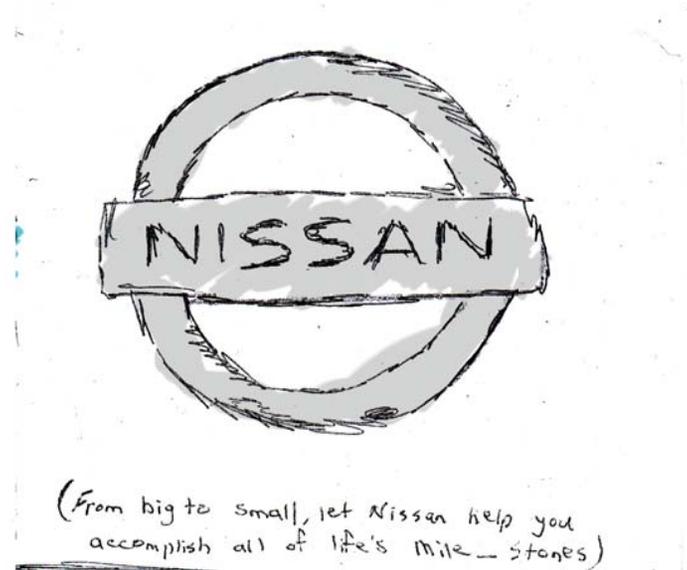
When the party comes to a close, the original individuals get back in the Cube and the driver makes one last stop to drop each off to their rooms.

# [ Tactics ]

## \_ Commercial Story Board



After the African American driver drops everyone off back at the dormitory, he proceeds back to his house and after parking his Nissan Cube in the garage, he smiles with satisfaction, knowing that it was his Cube which enabled his night to run so smoothly. He has successfully managed to achieve the small life Mile\_Stone of social spontaneity and entertainment in the college setting - all thanks to his Nissan.



Commercial ends with Nissan logo and tells viewers - "From big to small, Let Nissan help you accomplish all of life's Mile\_ Stones."

# [ Tactics ]

## Commerical Series Cont.

### Professional Careers and the Ambitious Achievers

Those who are 23-26 years old are now looking to start their professional careers with most having a well established intellectual base formed through college. As we come to portray this section in our commercial series, an emphasis will be placed on the luxury style that Nissan has come to perfect. Our commercial would also evoke the professionalism that Nissan displays in its quality and looks. Our primary character would display their lifestyle and cultural characteristics of sophistication through this commercial by the Nissan vehicle in which he/she is driving. The destination to which this individual is traveling is an interview for a high level, high status job. After having a successful interview, the message would be evident that the consistency between high make Nissan vehicles and high level careers helps achieve this life Mile\_Stone of success in the workplace.

\*Featured Vehicle - Nissan Altima Coupe

### Family Life and the Sophisticated Settlers

From the success of social belonging developed in college, to the accomplishment of obtaining a professional job, our target market of 18-29 year old multiculturals comes to the establishment of relationships, love and family. As a way to exemplify this last segment in our commercial series, we would highlight each culture's lifestyle centered on the affiliation that one has with his/her family and its closeness that is maintained throughout life. Our television advertisement would highlight an ethnic family who, after recently having a newborn child, makes use of their Nissan vehicle to provide for that child and family as a whole. This concept that Nissan is present throughout all of life's challenges will be made apparent through its use in buying baby supplies, hospital visits and attending family held baby events. We believe that this last section in our commercial series will clearly show that Nissan helps in the accomplishment of the life Mile\_Stone of relationships, love and family.

\*Featured Vehicle - Nissan Leaf

# [ Traditional Media ]

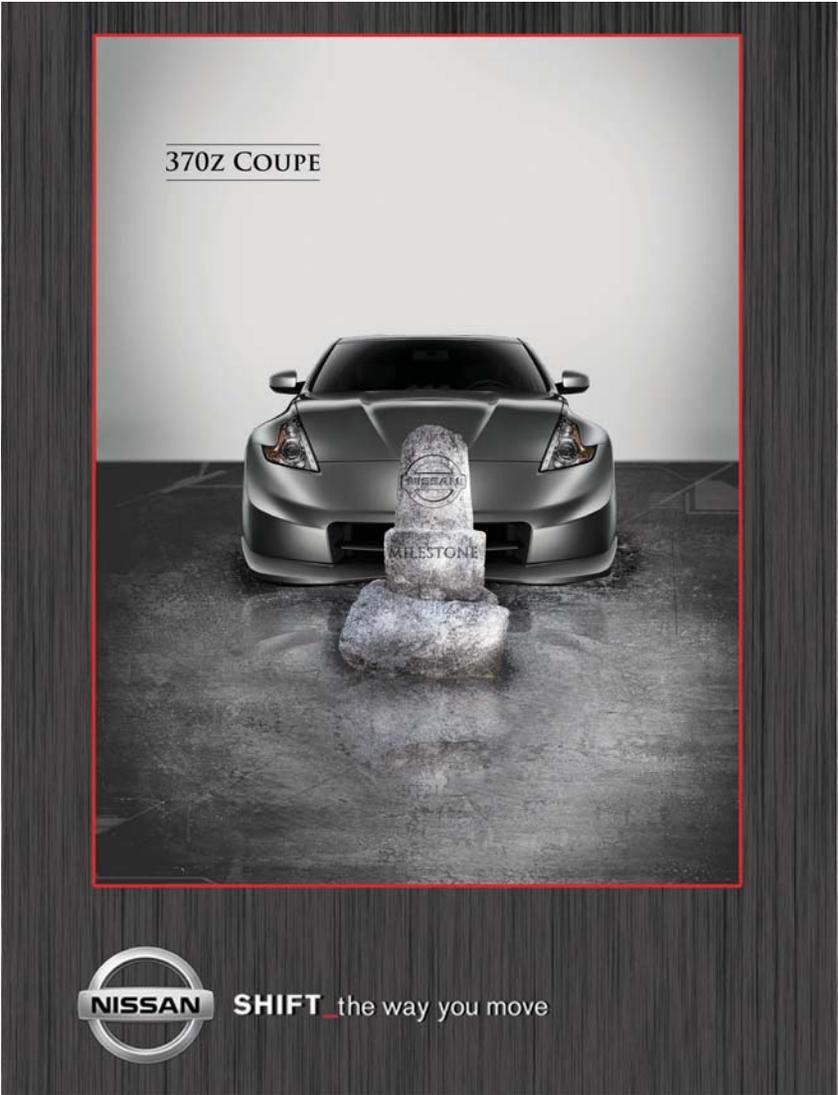
## \_ Television

Selection of programs for Television placement will be made at the time of placement to optimize the reach to our target audience. We will use a combination of targeted cable networks and prime time major network programming to reach this young multi-cultural audience. Commercials will be translated into Spanish for networks like Univision and Telemundo.

## \_ Magazine

We recommend placement in magazines like People, Cosmopolitan, Entertainment and Men's Health as well as niche targeted publications like Black Beat and Young Money. We recommend 20% of the magazine budget be used to place Spanish language ads in publications like Fama, Cosmopolitan en Espanol, Alma, Hispanic Magazine and Latina

### Nissan Magazine Advertisement



# [ Social Media ]

## YouTube

To prepare for our Video Competition, we propose that Nissan do a bulk of its advertising through Youtube banner and video advertisements. We believe that this will be the most effective method of advertising due to the fact that Youtube users will be more likely to submit a video in part of the Video Competition. Apart from this small renovation to Nissan's official Youtube page, we find that its current structure is fine.

## Twitter

We believe that Nissan's Twitter account should be used to reach its audience in a more direct, compelling manner. A hired technological expert will constantly tweet any updates, events, and promotional material based on what is selling at the moment at Nissan. Nissan can also put up different advertisements on Twitter and hash tag the video to have it appear on the discover page for even more people to see it. Lastly we recommend that Nissan try to have certain celebrities follow the Twitter page to suggest to their fans to follow Nissan, and to have them tweet about the company itself.

## Facebook

We believe that in today's world, social media websites like Facebook are essential to marketing products and their offerings. We recommend that Nissan make subtle changes to their current Facebook page through the incorporation of charitable fundraising reliant upon the number of "likes" that the Nissan Facebook page receives. The charity is of Nissan's choosing and we find that this concept will ultimately benefit not only the charitable cause, but Nissan as well due to increased awareness among the social media audience.



**“A hired technological expert will constantly tweet any updates, events, and promotional material based on what is selling at the moment at Nissan.”**

# [ Evaluation ]

## Augmented Reality

To track the success and evaluate our AR print Advertisements, we would monitor the number of hits our “Nissan Viewer” app obtains on the Apple App Store or the Droid Marketplace. With rating systems in place, we could also ensure that the application is continually updated due to user requests in order to provide a high quality ad viewing experience.

## Flash Drives and Kiosks

### Local Level

To evaluate this marketing tactic we would first track the number of submitted email addresses that users would provide on the flash drive device. We would then overlay those numbers to the amount of log-in’s recorded by the in-store kiosks, ultimately allowing us as marketers to observe the ratio of those who are making the effort to visit local dealerships. Within the first month of shipping the devices, we would be able to see whether or not this tactic has been met with success due to the tracking of these specific numbers.

## Commercial Series

Our commercial series featuring multicultural individuals of different backgrounds and lifestyles could be thoroughly evaluated through the use of Nielsen ratings and analytics. We would also track the success of our commercials through their featuring on the Nissan Facebook page, observing audience chatter and the number of “likes” each commercial receives.

## Social Media

For our social media improvement, a comparison of the number of fans and followers would be pre-recorded before the page renovation. When our campaign comes to a conclusion, the new number of fans and followers will be compared and then evaluated to measure if it met the objective. As for improvements to the Youtube page, we will note the number of subscribers before the start of the campaign and evaluate the number of subscribers after our campaign ends. This will allow us to compare and contrast the percentage differences before and after social media renovations.

## Video Competition

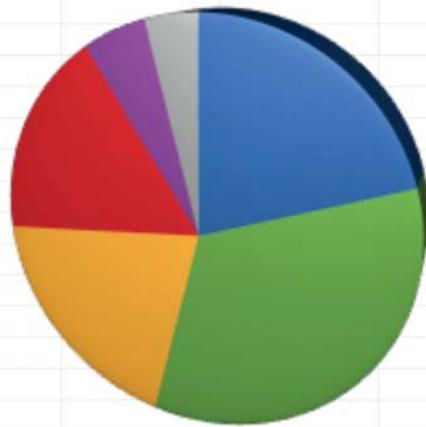
To properly evaluate the success of our Video Competition, we will track the number of participants who submit a video on Nissan’s official Youtube page. Furthermore, we will also record the number of those who submit votes and cross compare each’s recorded totals. With this, we will be able to identify which audience finds the competition itself to be more interesting - the competitive participation, or its voting aspect. This will enable us as marketers to make and recommend changes to the tactic itself for future application.

# Timeline

## Plan Implementation

2013-2014	April 13'	May 13'	June 13'	July 13'	Aug. 13'	Sept. 13'	Oct. 13'	Nov. 13'	Dec. 13'	Jan. 14'	Feb. 14'	March 14'
<b>Marketing Preparation</b>												
Shoot and Prep. Commercials	█									█	█	
Design and Draft AR Ads.			█	█	█	█						
Collect Market's Addresses			█	█								
Update Social Media Sites	█	█										
<b>Television Advertisements</b>												
Feature Spontaneous Starters Ad.				█	█	█	█	█				
Feature Ambitious Achievers Ad.			█	█	█	█	█					
Feature Sophisticated Settlers Ad.		█	█	█	█	█						█
<b>Print Media Advertisements</b>												
Print and Feature AR Ads.							█	█	█	█	█	█
Print and Feature AR Poster Ads.												█
<b>Direct Mailing</b>												
Incorporate In-Store Kiosks				█	█							
Distribute Flash Drives					█	█		█	█		█	█
<b>Video Competition</b>												
Video Submissions Open				█								
Public Voting					█							
Winner Decided/Declared						█						
Rewards Granted							█					
<b>Social Media Renovations</b>												
Facebook Video Comp. Ad.	█	█	█									
Twitter Commercial Series Ad.		█	█	█		█		█				
Youtube Video Comp. Ad.	█	█	█									

# [ Budget ]



- Television Advertisements
- Print Media Advertisements
- Direct Mailing
- Video Competition
- Social Media Renovation
- Unspent

Tactic	Total Cost
<b>Television Advertisements</b>	
Commercial Series Dev. and Airing	\$20,000,000
<b>Print Media Advertisements</b>	
AR Magazine Ads Prep. and Feature	\$18,000,000
AR Poster Ads Prep. and Feature	\$16,000,000
<b>Direct Mailing</b>	
Address Info. Purchase	\$1,000,000
Flash Drive Devices	\$16,000,000
In-Store Kiosk Units	\$3,000,000
<b>Video Competition</b>	
Social Media Marketing	\$11,000,000
Weekend Getaway Rewards	\$6,000,000
<b>Social Media Renovations</b>	\$5,000,000
<b>Total Expenditure</b>	<b>\$96,000,000</b>

# **[ Acknowledgments ]**

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