

# Executive Summary

## The Problem:

- The term 'Buick' is currently associated with an old and dying generation.
- This negative connotation is hindering the potential business Buick could be receiving from a younger, more profitable target audience.

## The Solution:

- 360 Advertising is striving to occupy a share in the market by projecting a message that exhibits Buick as an approachable luxury vehicle.
- The agency's campaign is designed to create an image of luxury, class, and distinctiveness that will appeal to a hardworking class who deserve to be rewarded with a quality automobile.
- 360 Advertising would like to project this message in a way that links buying a Buick to earning a trophy for the accomplished working man.
- This message is going to be conveyed in such a way that the target will be able to perceive the Buick logo as a symbol of success and accomplishment.

## The Creative Strategy:








- In order to communicate the creative strategy, the agency will use creative tactics that reposition the Buick brand by focusing on the Buick logo.
- The execution of the message will focus on capturing the emotions of the audience.
- The distinctive message will resonate well with the target audience because they will be able to associate the message with the way they have achieved their success.

## The Media Strategy:

- 360 Advertising will use a variety of media to convey and reinforce the overall message.
- The agency's objective is to achieve the most awareness and focus on reaching the most number of people within the target audience.



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# Overview

## The Perceptual Problem

The problem Buick is currently facing is its association with the older sector of the population that is comprised of the Silent Generation. This association is particularly affecting the younger market perceptions' of the brand. If you say the word Buick, people have some preconceived idea of somebody with white hair driving down the road. And, by now, these white haired individuals are stereotyped as Octogenarians. Before, Buick proposed a "sleek and stylish" vehicle to its original target market; however, the market continued to grow with the brand instead of continuing to capture that younger audience. This generalization has skewed consumers' perception of the brand and has depleted Buick's market share.

## Repositioning the Perceptual Connotations

360 Advertising is going to focus its advertising strategy by appealing to a younger audience, precisely 40-60 years old. Within this age range, the agency will specifically target hardworking business people that make anywhere from 60K-70K a year. After constructing a positioning map, 360 Advertising recognized an opportunity to occupy a share in the market that focuses on reasonably priced luxury vehicles. This opportunity allows Buick to reach a position in the market where currently no other companies reside.

To capitalize on this opportunity, the agency has created the slogan: "Buick. Getting More Out of Luxury." This informs potential buyers that they are buying more than just a luxury vehicle; they are buying the ability to drive towards a luxurious lifestyle. Therefore, the basic advertising strategy is to reposition the Buick brand to be perceived as an approachable luxury item that offers buyers more than the basic convenience of owning a car. The research conducted regarding the target audience consisted of a Lifestyle inventory focusing on certain activities, interests, and opinions, ranging from vacation destinations to simply a night out on the town and everything in between. Therefore, the advertising campaign will consist of interrelated and coordinated marketing communication activities on a single theme of "Getting More Out of Luxury ". Most importantly, 360 Advertising will accomplish its objectives of repositioning the Buick brand as a whole, and convey the message to the target audience through the following integrated marketing communication strategies:

- Television
- Radio
- Print
- Social Media
- Interactive Websites
- Mobile Communications

With these integrated strategies being the basis of the media plan, 360 Advertising will achieve advertising to the desired target market. The agency has established several different means by which it will achieve the proper reach of the desired market. It has also established a way to ensure the target audience will be exposed to the message, which is comprehensive in the media portion of this report. At the expense of frequency, 360 Advertising has taken an approach that



focuses more on reaching a new and younger market. It plans to incorporate the use of several different advertisements to help capture the attention of Buick's audience. 360 Advertising has created a digital media plan that will project its message via internet advertising. The agency has integrated print advertisements and commercials into specific websites (i.e., social media, search engines, other miscellaneous websites) that relate to the target audience. 360 Advertising has developed a series of classy and luxury-oriented advertisements that will appeal to the target audience. The advertisements consist of three commercials, all promoting emotional appeal that will grab the attention of our audience. The campaign will have five print ads, all of which rely heavily on image advertising with emotional appeal. Lastly, there will be one radio ad also focusing on emotional appeal. In efforts of creating a new brand image for Buick, the agency will utilize image advertising. Successful image advertising will develop an image that will appeal to the target audience. This has been accomplished by associating the brand with exotic vacations, dining, and entertainment which are perceived as a luxurious lifestyle and are also viewed as a symbol of accomplishment and class. Furthermore, the strategy creates advertising appeal to attract the attention of the target audience and influences positive feelings toward the Buick brand. 360 Advertising mainly focuses on emotional appeals because it is aware that many consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than the knowledge of its features or attributes. As one will notice, the ad ideas convey a very simple message with little to no verbiage. As the main objective is to reposition the brand, there is no need to put an emphasis on the details of a particular product. 360 Advertising wants people to associate the Buick brand with something other than an aging market.



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## Creative Brief

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<b>Client:</b>	Buick
<b>Basic Problem:</b>	To reposition the brand.
<b>Objective:</b>	Support long-term goal of growing the market share by clearly repositioning the Buick brand to approachable luxury.
<b>Target Audience:</b>	Men and women, age 40-60 with an income between \$60K -\$70K a year, Hardworking business people who enjoy traveling and going out who are in market for a luxurious vehicle with a modest price.
<b>Message to be delivered:</b>	Buying a Buick gives you more than just a luxury vehicle with practical technology; it gives you more of a luxurious lifestyle.
<b>Encoding the message:</b>	Since the Buick logo is well known, we will be using it predominately throughout the campaign.
<b>Major Selling Idea:</b>	Buick's offers luxury vehicles with superior value compared to competitors within its target audience.
<b>Creative Strategy Statement:</b>	"Buick. Getting More Out of Luxury", The implications of this slogan entices the emotional appeal of the target audience. The execution techniques to be used are of the following: national advertising utilizing television ads, print ads, social media, and interactive media.
<b>Why this Strategy is best:</b>	360 Advertising is going to narrow its focus on a target audience that can be better defined. The agency is selling the lifestyle the brand can bring to one. In turn, this will prompt one to react and think that by purchasing a Buick they could then engage in other activities and interests. Overall, the agency is selling the lifestyle by using emotional appeal.
<b>Communication Objectives:</b>	Use television ads to show consumers what life could be like with a Buick, providing an emotional connection to the brand. Use print ads to help build a new image for the Buick brand. Use retail/local advertising by broadcasting radio commercials communicating to potential Buick consumers. These commercials and print ads will be featured in our digital media advertisements as well. We will be doing sales promotions in order to get the consumers attention and make them aware of the new image we are trying to convey.



## Creative Strategy

### Target Audience Psychographics

According to Levin (2011), the average age of Buick buyers in 2008 was 67, hence reinforcing the perception that Octogenarians make up a significant portion of Buick's market share. Due to this, 360 Advertising has aspirations of positioning Buick as an approachable luxury item that will appeal to the target audience of hardworking business people between the ages of 40-60 and with an income range of \$60,000 to \$70,000. This particular audience has worked hard to get where they are today and would like to reward themselves with something nice. Considering the level of income of the target audience, springing to buy a Mercedes or BMW may not leave one with the disposable income that would allow for the finer things in life, such as dining out and traveling. Therefore, offering approachable luxury to the consumer gives one the opportunity to enjoy life the way they want and drive luxuriously while doing it.

### "Buick. Getting More Out of Luxury"

In order to elevate this skewed perception and reposition Buick's brand, the advertising campaign will involve:

- The development of a message that will resonate with Buick's target audience
- The determination of a media strategy that will identify the best communication channels to convey this message.

The central theme of the creative strategy is a distinctive, yet memorable message: "Buick. Getting More Out of Luxury." Through this major selling idea and subsequent creative tactics, 360 Advertising hopes to communicate to the target audience the following:

- Buick is an approachable luxury brand
- This brand offers them more than just a luxury vehicle
- This brand is classy and distinctive relative to their competition

In order to deviate from the undesirable connotations currently associated with the Buick brand, the agency will develop a series of classy and luxury-oriented advertisements that will appeal to the target audience. Given that the people within the target audience "are a good market for travel, adventure vacations, expensive restaurants, second home, recreational vehicles," 360 Advertising has created commercials that revolve around all of those appeals in order to expose potential buyers to the brand's new position and grab their attention (Williams & Page, 2010). Through associating the brand with exotic vacations and exclusive dining and entertainment activities, the agency hopes to create a correlation between Buick and terms such as luxury, class, and accomplishment. Since the purchasing decisions of consumers are primarily based on emotion, the advertisements will focus on emotional appeals that will influence positive feelings about the Buick brand.



## Television Advertisements

### Commercial Idea #1: A Night on the Town

The first television ad proposes the unique selling proposition of: “Buy this brand and you will get this benefit.” Since the objective is to reposition the brand, 360 Advertising does not want to focus its efforts on promoting the actual product, but the logo. The beginning of the commercial will have a car driving to a valet at a nice restaurant, focusing only on the waterfall grill of the Buick with the logo. The commercial will continue to show the couple inside the restaurant, laughing, drinking wine, and eating a nice meal with jazz music playing softly in the background. The screen will then move back to the valet where the couple will drive off. The camera will be focusing in on the Buick logo as they drive into the distance. The line on the screen will then read, “Buick. Getting More out of Luxury”.

### Commercial Idea #2: That Was Then, This is Now- Male

According to an article in cars.com, not only are people in this age demographic accumulating wealth, but they have the disposable income to buy cars in order to “look younger and reward themselves” (Mateja, 2010). For this reason, our second commercial idea emphasizes the consumer’s perspective by showing how he has achieved luxury and chosen Buick to reward himself, thereby associating the Buick brand with accomplishment and self-actualization.

360 Advertising chose to add a tagline, “That was Then, this is Now” to its original slogan in order to reinforce the objective of repositioning the brand image. In this commercial the first frame will show a man doing hard labor on his farm and will say “That was Then...”, the second frame will then show this man having a baby. Thirdly, the frame will show the man showing his son how to work. The next frame shows the boy working on the farm his father built. The screen will then show the boy going away to college. The next frame will show the son’s college graduation. Then, the screen will show a man pursuing a professional business career. The commercial will end with the frame of a modest man in his 40’s-50’s, well into his career driving in a Buick while smiling. The line will read, “This is Now. Buick. Getting More Out of Luxury”. The man wanted to buy himself a Buick to reward himself of all he has accomplished in life so far. This commercial utilizes self-actualization by showing all the steps of this mans life and all of the hard work he had done. This man will be portrayed as an accomplished business man who understands the meaning of hard work because he was able to learn it from his father. The song playing throughout the commercial is REO Speedwagon, “Roll with the Changes.” Use of this song highlights the “That was Then, This is Now” tagline by subtlety expressing Buick has the same values, but has the versatility to roll with the changing times. This ad allows the target audience to relate with this particular scenario.

### Commercial Idea # 3: That Was Then, This is Now- Female

The third commercial advertisement has a similar idea as the second except our firm will be targeting the women in our audience. The commercial will start in black and white, showing the



roles that women had some years ago. The first few frames will show a woman doing household chores, taking care of the children and cooking dinner for her husband and the line on the screen will read, “That was Then...” The screen will then turn to color and will show a woman walking into a place of business in business attire. The next frame will show a woman in an office conversing with her colleagues. The last frame will show a woman standing in front of a boardroom table who has just finished a meeting, looking accomplished. There will be a set of keys with a Buick keychain on them. The line on the screen will say, “This is Now. Buick. Getting More Out of Luxury”. The song in this commercial will also be REO Speedwagon, “Roll with the Changes.” 360 Advertising chose this song for this particular commercial to help highlight the changing roles of women. Our firm is trying to convey that women have fought really hard and have come a long way in order to work in the business world and should reward themselves with a luxurious vehicle.

### Print Advertisements:

#### Print Ad #1- Waterfall

During the creation of the print ads, 360 Advertising wanted to grab the attention of the audience by using divergence creativity. Divergence creativity is the extent to which an ad contains elements that are novel, different, and unusual. The first print ad will be a one page bleed magazine advertisement. Within this ad, there will be a strong visual appeal that will attract attention and offer a reason for reading more of the message by showcasing a picture of an exotic location with a waterfall. However, in the layout of the ad, the agency will dramatize the waterfall and relate it to the staple waterfall grill of Buick vehicles. The natural waterfall will be converted into the waterfall grill of the Buick, everything else remaining as expected. The Buick logo will be in the middle of the waterfall and the indirect headline of the ad will read, “Where Will Your Next Destination Be? Buick. Getting More Out of Luxury.” In this particular ad, the message being conveyed to the audience is, “This could be your next destination with a Buick”, and all while dramatizing the idea of the waterfall becoming the Buick. The visual portion of the ad is essentially the message and thus it must convey a strong meaningful image just as this picture will portray (Belch & Belch, 2012). The use of an indirect headline will be more effective at attracting readers’ attention and interests because it provokes curiosity and will lure readers to learn an answer or get an explanation (Belch & Belch, 2012).

#### Print Ad #2- Four Corners

The second print ad idea creates a synthesis, in that it combines and blends normally unrelated objects or ideas. In this particular print ad, the firm chose to use quarter page ads in order to interrelate all of the ads. Within the four corners of the ad there will be images of a theater, a vacation destination, a couple enjoying dinner, and lastly, the Buick logo with a small gatefold that offers the ability to flip over this corner and the inside piece reading, “Buick. Getting More Out of Luxury” Although the ad tends to tell a story, the dominance is definitely in the visual elements. This ad is vital to the campaign because it has taken all the main ideas of the other ads and put them together to form one picture.



### Print Ad # 3- Newspaper

The third print ad is a full color page newspaper bleed page. Using bleed pages in a newspaper attracts attention of consumers. “Bleeds give the ad an impression of being larger and make a more dramatic impact.” (Belch & Belch, 2012) This ad will also pull together two main characteristics of our target audience, traveling and entertainment. The visual element of the ad will be a vertical split, one side of the ad will have a theater and the other an exotic island, with the Buick logo overtop in the middle of the ad, with the slogan placed at the bottom of the page under the logo, “Buick. Getting More Out of Luxury.”

### Print Ad # 4- “That was Then. This is Now”- Male

The fourth ad stems from the tag line “That was Then, This is Now” which was added to the select commercials. In this ad 360 Advertising will use the visual element of a vertical split. The ad will portray an older black and white picture of a man and son working on a farm with the line reading “That was Then.” The ad will also show the son later in his life returning to the farm in his Buick and professional attire, looking proud and accomplished. The line below the son will read, “This is Now. Buick. Getting More Out of Luxury.” The ad portrays a very simple, but dramatic black background with the Buick logo.

### Print Ad # 5- “That was Then. This is Now”- Female

The fifth ad also stems from the tag line “That was Then, This is Now” that was used in two of our commercials. This ad plays off of the commercial ad focusing on the changing roles of women. This print will utilize the visual element of a vertical split. The first half of the ad will show a black and white picture of a 1950’s housewife doing household chores. The line will read, “That was Then”. The second half of the page will show an attractive woman briskly walking through an area where everything seems to have stopped. She will be wearing an orange shirt which will grab the attention the audience. In the corner of the ad there will be a Buick with a line that reads, “This is Now. Buick. Getting More Out of Luxury.”

### Radio Advertisement

The radio ad is interrelated to both the television ad with the couple at dinner as well as the print ads created for both newspapers and magazines. The radio ad will start by having a needledrop of soft jazz music playing, sounds of the ocean, waves crashing, people laughing, glasses clinking and then one will hear the start of an engine and the continued purr of the engine. A voiceover will then come on and ask, “Where will your next destination be?” and then proceed to end the advertisement with “Buick. Getting More Out of Luxury.” This is great example of theater of the mind advertising. Theater of the mind occurs when the consumer is left to imagine the things they are hearing on the radio and come up with their own perception of what is going on in the ad. In this particular ad, a consumer may be able to visualize themselves on a vacation. They will naturally associate a car with this ad because at the end of the commercial the sound of the engine is predominating. Belch & Belch (2012) stress the importance of stating the



information during the first and last portions of advertisements as peoples' attentions tend to deviate during the middle portion of the ad.

## **Media Plan**

In order for the message of the campaign to achieve the most awareness, 360 Advertising has designed specific plans of action that focus on reaching the most number of people within the target audience. Although this may come at the expense of limiting the frequency, the firm agreed that focusing on reach will achieve the media objectives necessary for Buick.

360 Advertising plans on focusing its efforts on reaching as many members of Buick's target audience by utilizing multiple vehicle mediums that will effectively solve the problems facing Buick. Through mediums, such as television, radio, magazines, and newspapers, the agency will be able to reach as many members of the target audience as possible, while minimizing the amount of waste coverage. The agency wants to ensure that the current issue facing Buick is addressed and solved. In efforts of trying to reposition the Buick name and make it well known to individuals in its target audience, 360 Advertising plans to use a pulsing promotional schedule. This schedule will consist of constant advertising, but increasing promotional efforts during certain time periods. Advertising efforts will be amplified at the beginning of the media plan, and will be decreased as time continues and the goal is being achieved.

The first medium for advertising will be television broadcast media. With this medium the agency plans to air the commercials during early mornings, Monday through Friday from 5:00am to 9:00am, early news, Monday through Saturday from 5:00pm to 7:00pm, and prime time, Monday through Saturday and Sunday from 7:00pm to 11:00pm. These times are essential as research has shown that the target audience, most of which are still currently working, are awake early morning and will the television on when getting ready. The commercials will air during 5:00pm and 7:00pm because the individuals in Buick's target market are usually returning home from work around this time. This would be a prime spot for Buick to advertise because many of the individuals in its target audience tune into the news, particularly at this time. Overall, prime time advertising would be beneficial to Buick considering the reach during this time is significantly high since the target audience will just be winding down after dinner and a long day's work during this time. As one can notice, prime time is where 360 Advertising will have the attention of Buick's target market at most. The firm plans to advertise on multiple media networks, such as major networks, syndicated programs, and superstations. The list of different networks that Buick will be advertised on is as follows:

<b><u>Traditional Major Networks</u></b>	<b><u>Superstations</u></b>	<b><u>Syndicated</u></b>
NBC	CNBC	Wheel of Fortune
ABC	ESPN	Jeopardy
FOX	MSNBC	CSI
CBS	Bravo	NCIS
	USA	Inside Edition
	FX	
	Oxygen	
	NGC	
	Lifetime Network	
	Travel Channel	



Focusing television broadcasting media around the specified networks will accomplish the goal of reaching the target audience. In terms of syndicated programs, research has shown that the audience demographic is usually older, which will serve Buick well considering its target market (Belch, 2012. p.376).

360 Advertising plans on focusing its advertising around top rated shows such as American Idol, which according to Nielsen, was ranked number one on the “Prime Broadcast Network TV – US” with 18.3 million viewers. The agency also plans on partnering up with the television show “The Voice”, which was rated number three by Nielsen to the “Prime Broadcast Network TV – US.” Buick will promote the brand with the incentive of Buick donating a vehicle to the winner of the show.

The second medium will include another form of broadcast media which is radio advertising. According to the Radio Advertising Marketing Guide, the radio reaches 92.8% of individuals between the 12 and older. After further examination, it was determined that the reach for individuals within the target audience, through radio advertising was 95% weekly and 74.4% daily (RAB Why Radio, n.d.). Although, the use of radio as a medium for advertising is somewhat diminishing, it is apparent that the target audience still relies heavily on the use of radio, whether it be for news or simply music. Upon further analysis, the ideal times to air the commercials is between 6am to 10am because during this time the majority of the target audience is making their morning drive to work. Research has shown that the radio reaches an average of 80.5% of the target audience during this time (RAB Why Radio, n.d.). 360 Advertising plans to advertise on stations with formats/genres listed below:

Radio Format/Genre

- Classic Rock
- Classic Hits
- Oldies
- Jazz
- Soft AC/Light Rock
- Sports
- Talk/News
- Adult Hits

The last mediums of advertising that was determined would be beneficial in repositioning the Buick brand, is print media. According to Williams & Page (2010), the target audience responds well to “positive, emotionally meaningful concepts, words, and images” that tell a story, all of which will be executed in the print ads. With the desired audience being hard working and accomplished, they strive to keep current with what is going on in the world of business and everyday life; hence, why advertising in magazines and newspapers would be a great source for reaching Buick’s audience. 360 Advertising plans to use the following magazines and newspapers to promote the print ads:



### **Magazines**

AARP the magazine  
Readers Digest  
Better Homes and Gardens  
Men's Health  
Time Magazine  
Travel and Leisure  
Rolling Stones  
Bloomberg business  
Vanity Fair  
Budget Travel  
Newsweek  
GQ magazine  
National Geographic  
O, The Oprah Magazine  
US Weekly

### **Newspapers**

The Wall Street journal  
New York Times  
Financial Times  
USA Today  
Local Daily Newspapers

These forms of print media will allow Buick to reach its desired target market and also help solve the current problem it is dealing with. Through newspaper advertising, the projected reach of Buick's target audience will be 90.5% for print ads located in the main news/front page section of multiple newspapers.

The main objective of this media plan is to strengthen and redevelop Buick's declining market share and reposition the brand in the eye of its new desired target audience. Buick has a long road ahead of them; however, if the above plan is implemented, the sought after goal can be accomplished.



## Digital Plan

### Interactive Digital Media

Interactive media has become one of the fastest growing forms of advertising. With this said, we have chosen to start a Buick Twitter account with the tagline of “Where has Luxury Taken You?” #ExperienceLife.DriveaBuick. Here we will give our consumer a chance to express what driving a Buick has done for them and what they get out of having a Buick. We have created the hash tag in order for all of the posts to fall into one blog pertaining to Buick. According to Williams and Page (2010), “In terms of communicating to Baby Boomers, they like the convenience and customization of the Internet, especially for health information, online job sites, and joining social networking sites.”

### User-Generated Teaser Ad

360 Advertising is going to take step back and look at a Buick from a historical standpoint. Buick was established in 1899, and is America’s oldest automobile company. In order to appreciate Buick’s long lasting history the firm has decided to make a YouTube slideshow showcasing some of Buicks most innovative logos over time. At the end of the video there will be an empty circle with the headline “See What’s Next” in anticipation of Buick’s logo that will be used sometime in the future. Below the headline will be a link to the website, [www.buick.com/seewhatsnext](http://www.buick.com/seewhatsnext). On the YouTube video; however the agency will use user-generated content by asking consumers to upload their creations of the next Buick logo. Belch & Belch (2012) state, “The increasing use of interactive and social media such as YouTube and Facebook is likely to result in greater use of user-generated content by marketers as a way of getting consumers more involved with their brands. The teaser ad would also be run on Buick’s website, Facebook, and at the beginning of YouTube videos the target audience would be interested in. The videos would pertain to music, health, and internet tutorials since research concluded the target market is starting to rely on the internet for everyday information. 360 Advertising strongly believes that this will enhance the image of Buick without specifically focusing on a particular product or service.

### Monitoring the “Buzz”

Personal channels of communication can sometimes be the one of the strongest sources for information pertaining to consumers’ purchase decisions. Social channels of communication including friends, family members, co-workers, neighbors often represent word-of-mouth communication (Belch, p. 149). Buzz marketing, a name for word-of-mouth communication, has sparked the interests of marketers as they strive to generate positive discussions about a particular brand, product, or service. With this in mind, 360 Advertising will also have one of its social media experts monitor sites, such as blogs, Facebook, LinkedIn, Twitter, and comments left on internet articles, to spark positive “buzz”. The expert will generate positive comments and discussions on the noted sites, as well as suppressing any negative connotations left on Buick hosted sites. The expert from the agency will also notify Buick’s customer service division of any comments he/she agrees needs to be addressed.



## Search Engine Optimization (SEO)

“Users normally tend to visit websites that are at the top of this list as they perceive those to be more relevant to the query (webconfs, 2006). Through search engine optimization (SEO), a company can improve the traffic of its website by analyzing HTMLs and codes to increase the relevance of keywords and removing barriers to the indexing activities of search engines (Belch, 2012). 360 Advertising will take advantage of search engine optimization by using Google, Yahoo, and Bing to place Buick’s website towards the top of the search list. The agency will use target words such as:

- Luxury
- SUVs
- Crossover
- Sedan
- \$20,000-\$50,000
  - Including a range that is below and above Buick’s price range is to ensure that Buick car will appear against a wide variety of competitors.

When consumers search these words in any of the search engines, Buick will be positioned towards the top of the search results. Overall, this will be an advantage for Buick as car buyers will easily see Buick’s website when searching for a vehicle that may include any of the keywords.

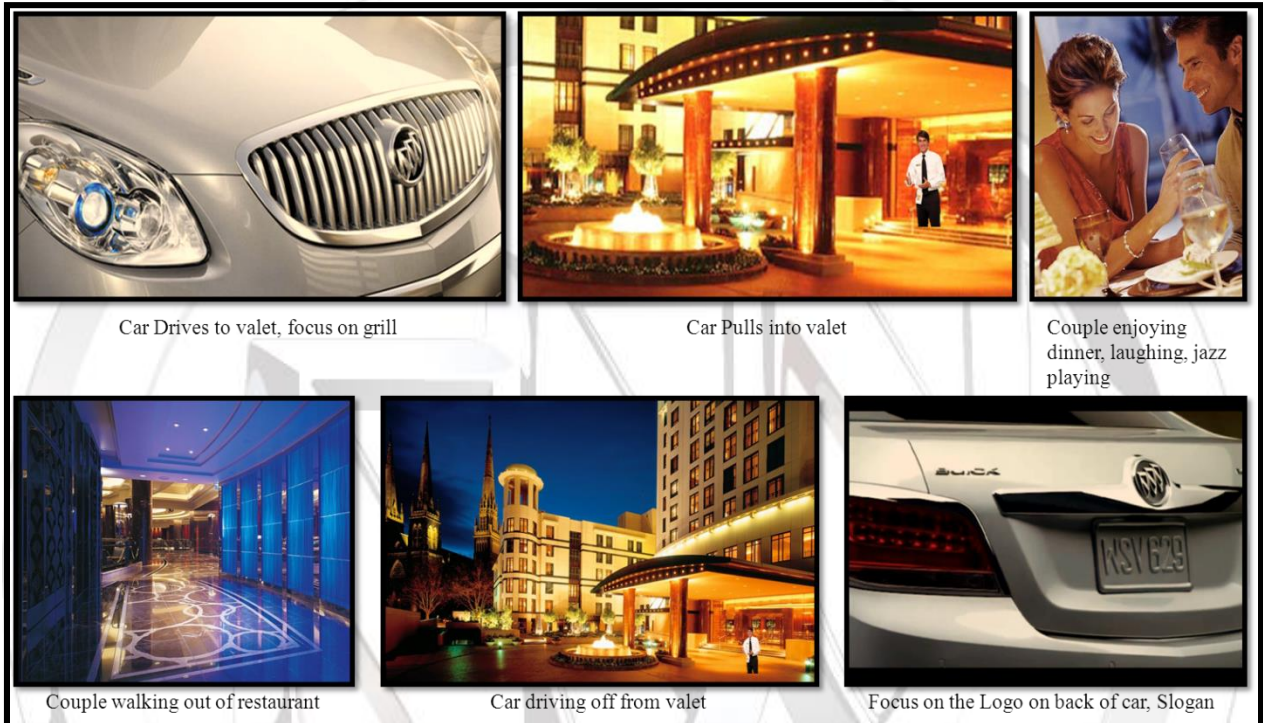
## Interstitial Ad

An interstitial ad is an advertising method that can be used to precede an opening of a webpage. It is similar to a pop-up ad, but differs in that the webpage owner is paid for the use of their webpage space. The firm will utilize this tactic and create interstitial ads for Buick and will approach companies with similar target audiences. For instance, the weather.com appears to be a popular website for people in Buick’s target audience. Buick will craft two separate interstitial ads. The first one being used will be the same as the YouTube teaser ad in which a video pops-up and is redirected to [www.buick.com/seewhatsnext](http://www.buick.com/seewhatsnext). The second interstitial ad will spin off the first print ad of the waterfall. Placing this ad on websites pertaining to traveling will attract the consumers and also get them “thinking”.



# Appendix

## Commercial Idea #1: A Night on the Town



**Commercial Idea #2: That Was Then, This is Now:**

*That was Then...*



The grid consists of eight rectangular images arranged in two rows of four. The top row shows: 1) A man in a blue vest carrying a wooden plank on his shoulder. 2) A man holding a baby. 3) A man in a plaid shirt and hat standing with a young boy in a field. 4) A man in a vest working with a lawnmower. The bottom row shows: 1) A man with a backpack and a woman walking. 2) A man in a graduation cap holding a diploma. 3) A man in a suit holding a tablet. 4) A man driving a car with a Buick logo and text overlay.

Hardworking Farmer

Hardworking farmer has baby

Teaches son how to work

Son working on the farm as a teenager

Son moves away and goes to college

Son graduates college

Son pursues a professional business career

Son is a modest business man who has worked hard to become accomplished. He understands the meaning hard work because he was able to learn from his father.

Music: REO Speedwagon- Roll with the Changes



**Commercial Idea # 3: That Was Then, This is Now:**

*That was Then....*



1950's

Woman walking to office

Woman working and talking to colleagues in office

Woman looks satisfied and gets ready to leave a meeting.

*This is Now.  
Buick. Get More Out of Luxury*

Music: REO Speedwagon-Roll with the Changes



**Print Ad #1- Waterfall**

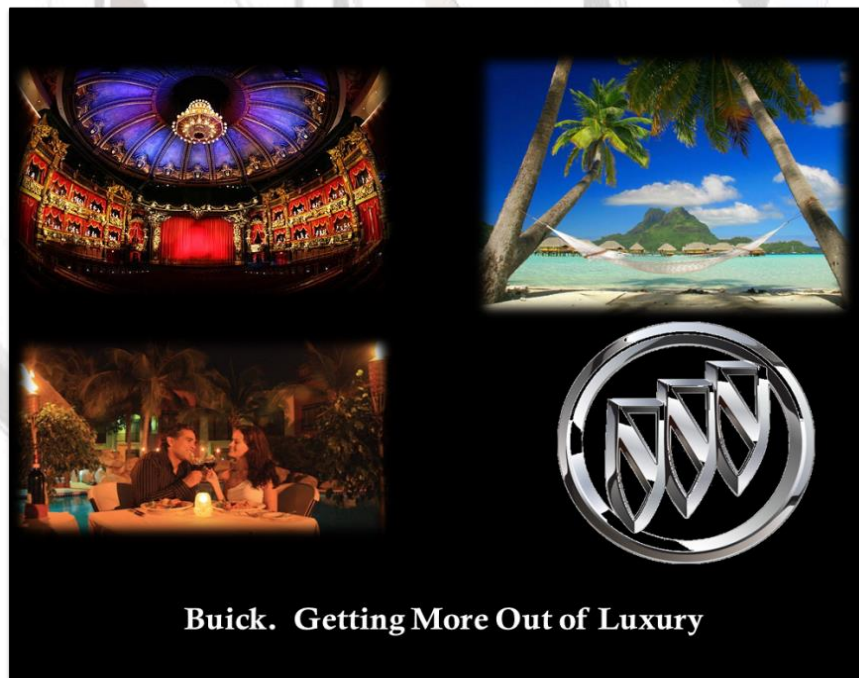


**Print Ad #2- Four Corners**

**Option # 1**



**Option # 2**



**Print Ad #3- Newspaper**

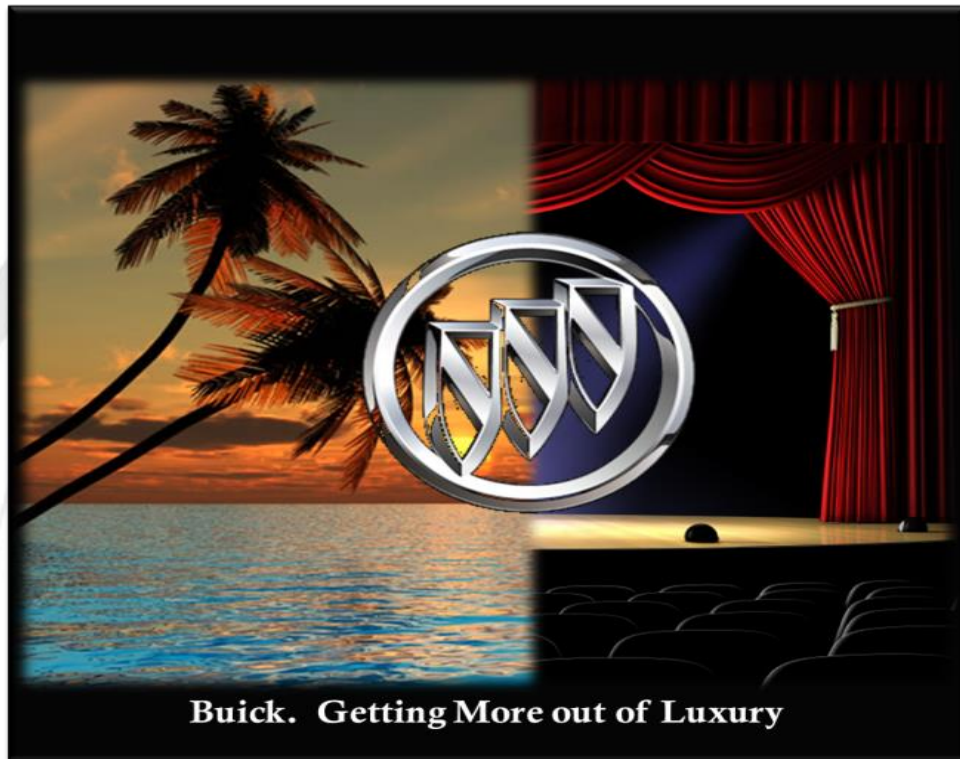
**Option # 1**



**Option # 2**




Option # 3




**Print Ad #4- "That was Then. This is Now"- Male**

*That was then...*



*This is now.*



***Buick. Getting More Out of Luxury***

**Print Ad # 5- "That was Then. This is Now"- Female**

**Option # 1**

*That was then....*



*This is Now....*



***Buick. Getting More Out of Luxury***



**Option # 2**



**Option # 3**



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