



## **CHEVROLET SONIC & SPARK 'COLOR ME CALYPSO' SPONSORSHIP MARKETING CAMPAIGN**

### **SCOTIABANK TORONTO CARIBBEAN CARNIVAL**

#### **INTRODUCTION**

- ❖ The Chevrolet Sonic Spark 'Color Me Calypso' sponsorship marketing campaign is a six (6) week marketing communications and event marketing campaign. The public relations program will utilize radio program sponsorship (branded entertainment), an engaging campaign website, print media advertorials (branded content) and show-room activation tactics to engage the public.
- ❖ The edutainment campaign will educate the public about the features, attributes and benefits of owning a Chevrolet Sonic or Spark whilst entertaining them with the exciting and engaging sponsorship activation tactics used to both gain and maintain their interest.
- ❖ The campaign will provide the public with various incentives to view the campaign's website and to test-drive the vehicles during their appearances at the Scotiabank Toronto Caribbean Carnival's Junior Carnival, King & Queen Competition and Grand Parade.

#### **MEDIA ACTIVATION (Radio)**

- ❖ The sponsorship of the Kiss 92.5FM morning show Roz & Mocha to promote the Chevrolet Sonic & Spark 'Keys & Cash' radio competition.
- ❖ Listeners will be challenged to correctly answer questions about the Chevrolet Sonic & Spark as seen on the Sonic Spark campaign website as they compete for a weekly \$300 prize
- ❖ Weekly winners will gain the opportunity to request their favourite song and gain the chance to be entered for the grand prize of either a Sonic or Spark and \$3,000.00
- ❖ Roz & Mocha will provide Chevrolet with branded mentions, sponsorship billboards, first-in-cluster advertising and the promotion of the Chevrolet 'Color Me Calypso' campaign website during the branded entertainment segment

## **MEDIA ACTIVATION (Online)**

- ❖ The Sonic Spark sponsorship marketing website called 'Color Me Calypso' will challenge visitors to use the website paint tools to paint their vision of the calypso car in their very own exterior design for a Chevrolet Sonic or Spark.
- ❖ Interior design options will also be provided in order to showcase the features, attributes and benefits of the vehicle to prospective customers whilst challenging them to be creative in this brand engagement activity.
- ❖ Visitors who would like to hand draw and color their own 'Color Me Calypso' vision for the Sonic or Spark may upload their illustration to the website. Like all other contestants, they will be asked to submit their name, e-mail address, occupation and postal code. This information will be used for Chevrolet's marketing research and post event e-mail marketing purposes.
- ❖ The two designs which win the most votes by the website's visitors will be created by Chevrolet as the vehicles which will transport CTV, Flow 93.5FM and Toronto Star journalists covering the event across the parade route. The vehicles will also be used to transport A-List performers to Carnival events in which they will be performing.

## **ON-SITE ACTIVATION**

- ❖ The complementing print, retail and social media elements of the campaign will support the 'GO Chevrolet' element of the campaign which will treat GO Transit riders exiting their trains at CNE to the opportunity to test-drive the Sonic or Spark toward the beginning of the parade route. Only groups of two or three may participate.
- ❖ The campaign which will also be advertised in the GO Trains will provide test drivers with the opportunity to "look under the hood" and see if they are the lucky winners of a Chevrolet merchandise or cash prize for their participation.
- ❖ Masquerading carnival revelers and street-side spectators who spot any of the Calypso vehicles transporting journalists or celebrities will be challenged to post the vehicles location, who was driving, the promo code on the back of the vehicle and possibly a photo with the vehicle to their Twitter and Facebook accounts using the campaign hash-tag. Participants will be entered for a raffle in which they may win up to \$1,000.00

## **CONCLUSION**

The details of the campaign are attached for further review.

## **CONTACT INFORMATION:**

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