



PICKERING RIB FEST

CHEVROLET CAMERO 'WHY I DRIVE' SPONSORSHIP MARKETING STRATEGY

The General Motors 'Why I Drive' campaign is a four (4) week media and event sponsorship activation campaign meant to provide Camero lovers with an experiential marketing opportunity to both test-drive the new Camero through the on-site activation and learn about the features and benefits of owning a Camero through the online and media activation strategy.

The media activation strategy which includes branded entertainment (radio segment sponsorship) to host a Camero contest which will allow callers to win prize packages courtesy of General Motors based on the correct answers provided to questions about the new features, attributes and retail locations of the new Camero.

The Camero's impressive features and consumer benefits will be showcased on the Camero's 'Why I Drive' webpage. The ten (10) listed features, attributes and benefits which make the Chevrolet Camero the best choice for drivers will be displayed for visitors to both view and memorize for their participation in the radio contest. This public relations initiative will also be publicized in the print media. Camero will post a full-page advertorial on May 14th, 2012 commencing the four (4) week campaign with branded content showcasing a photo of the new vehicle surrounded by excerpts from positive reviews of the vehicle taken from various automotive critics.

The media activation strategy will publicize the arrival of the new Camero in a cool approach befitting the cool Camero brand. The entertainment focused public relations program will endeavour to inform the public about the cool features of the vehicle and invite them for an opportunity meet the new Camero, gain a test-drive and enter for a chance to drive away with the new Camero following the Pickering Rib Fest event. Though the main focus of the sponsorship marketing campaign is the Camero, General Motors will be encouraged to showcase all other family vehicles at this men, meat and family community event.

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