

# CREATIVE BRIEF

## **PROJECT:**

Borjon Auto Center Hot Summer Deals Ad

## **BUDGET:**

TBD

## **DELIVERABLES**

:30 spot

**OBJECTIVE:** Why is this project being initiated? What problem will it solve? List the goal or expected result of project. How will success be measured?

Announce the Hot Summer Deals sale.

Goal an incremental increase in sales while the promotion is being run.

**BACKGROUND:** What is relevant to know about the history, the back-story? What worked well, or not, in the past? Key facts that led to project origination.

Online video feature the Sales manager discussing current car deals. VO is flat and spots are not compelling. Typography is plain. Production values are low.

## **TARGET AUDIENCE**

Males and females, single and married late 20's to 50ish. Residents of the greater SLO area. Household income of \$50K and above.

## **POSITIONING**

BJAC offers the most CHOICE – huge inventory, finest quality cars, and a variety of deals. Also they have been the #1 GMC dealer for 21 straight years.

## **BRAND AND PERSONALITY**

Sophisticated, credible, friendly.

Website features clean, high quality photography and sophisticated san serif type.

## **MANDATORIES**

Borjon Auto Center Lgo

Buick and GMC logos

Phone #

URL  
Address

**Offer details:**

**2013 GMC Terrain SLE-1 \$199 per month for 39 months \$3,069 due at lease signing after all offers.**

*(legal in small type) No security deposit require Tax, title license and dealer fees extra. Mileage charge of \$.025/mile over 39,000 miles. At participating dealers only.*

**2013 GMC Yukon SLE-1 1.99% APR for 60 months for qualified buyers (1)**

OR

**\$2,500 Customer Cash (2)**

*(legal in small type) (1) Not available with some other offers. Monthly payment is \$17.49 for every \$1000 you finance. Average example down payment is 12.1%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.*

**2013 Buick Regal 0% APR for 60 months for qualified buyers (1)**

AND

**\$500 Cash Back (2)**

*(legal in small type) (1) Not available with some other offers. Monthly payment is \$16.69 for every \$1000 you finance. Average example down payment is 10.5%. Some customers will not qualify. Take retail deliver by 7/1/13. See dealer for details. (2) Not available with some other offers. Take retail deliver by 7/1/13. See dealer for details.*