

2009 Saturn VUE HYBRID

Campaign Brief

Creative Brief

Client: Saturn VUE HYBRID	Industry Sector: Automotive Sub Sector: Compact SUV/Hybrid
Clients Unique Advantage: The Saturn VUE HYBRID has the lowest price point in the Hybrid SUV category and also has the highest fuel economy of all Hybrid SUVs.	
Market Position: GM has nearly 24% market share, but awareness of the Saturn VUE HYBRID is limited.	
Strategic Marketing Objective: The customer should feel that the brand is green yet affordable and that owning a Saturn VUE HYBRID is a wise investment if one cares about the environment, their family and saving money. The Saturn VUE HYBRID should be one of the top three brands in the Hybrid SUV industry within the next five years.	
Advertising Objectives: Increase website traffic by 20% during campaign. Increase test-drives by 10% during the same time period. Unaided awareness of brand increase by 20%.	
Target Audience: <ul style="list-style-type: none">• 35 + years of age; primarily parents with children.• Family income \$70,000-plus.• Reside in major urban and suburban areas across Canada.• Environmentally conscious – buy organic vegetables and recycle already.• Engage in family travel and recreational pursuits.	
Tone: The customer should feel that Saturn cares about them and understands their fears. The customer should feel pride and hopeful about the future, knowing they can make a difference in the world by doing their small part.	
Call to Action: Visit Saturn.ca for details.	
Executional Requirements: <ul style="list-style-type: none">• Theme: caring about family, savings and the environment• Slogan: “Don’t just see the world, VUE it.”• www.saturn.ca	
Radio Format: <ul style="list-style-type: none">• Morning talk radio• Evening drive-time radio• Pop-music stations• Classic Rock	

<i>Format</i>	<i>Message</i>	<i>Benefit</i>	<i>Support</i>	<i>Flight Dates</i>	<i>Spot Length</i>
TV	You can change the world with the VUE.	Save money, save the environment.	Nicely equipped under \$32,000.	May 1 – Oct 31	:30
TV	You can change the world with the VUE.	Save money, save the environment.	Nicely equipped under \$32,000.	May 1 – Oct 31	:60
Radio	You can change the world with the VUE.	Save money, save the environment.	Nicely equipped under \$32,000.	May 1 – July 31	:30
Radio	You can change the world with the VUE.	Save money, save the environment.	Nicely equipped under \$32,000.	Aug 1 – Oct 31	:30

30 Second TV Commercial

Commercial opens on the living room of a suburban family home. The room has a large bay window facing the street in a quiet neighborhood. This is the home of the target audience. If not the home they currently live in, it is the home they aspire to. It is well-situated, but clearly comfortable, loving and a source of pride.

:00

Children are seen playing on the living room floor. Mother enters and stoops to begin picking up toys. She picks up a static window cling set and peels the cling of a VUE from the page.

:04

Mother places the VUE cling on the window and stands back to see the VUE now looking as though it is parked in the driveway.

Voiceover: What if you could change the world?

:8

Panning through the window the VUE has become a real vehicle in the driveway and the mother, father and 2 young children are loading duffle bags, tents, a cooler, stuffed animals, etc into the VUE.

Voiceover: What if you could protect the ones you love, protect the environment and protect your savings?

:13

(VUE is now driving down the open road towards an inviting mountain range. The sun is high in the sky and there is grass on either side of the road. The colors are vibrant.)

Cut to the children sitting in the middle seats. The child behind the passenger seat takes a window cling of a flower and places it on the window.

:16

Cut to outside the VUE and a real flower has appeared in the field where the cling had been stuck on the window.

Voiceover: What if your small efforts made a big difference?

:19

Cut back to inside the VUE where child behind driver's seat takes a window cling of a deer and sticks it on the window.

:22

Cut to outside the VUE and a deer is now grazing in the field where the cling once was.

Voiceover: When you view the world like we do, anything is possible.

:24

Wide shot of the VUE driving off into the mountains and the setting sun.

Voiceover: Don't just see the world, VUE it.

As the voiceover begins type appears at the bottom of the screen.

Type: *Don't just see the world, VUE it.*

:27

Fade to black screen

Type appears all at once.

Type: *The all new 2009 Saturn VUE HYBRID.*

*Under \$32,000 MSRP**

www.saturn.ca

Voiceover: The all new 2009 Saturn VUE hybrid. Nicely equipped for under \$32,000. Visit Saturn.ca for details and to arrange a test drive.

:30

60 Second TV Commercial

The 60 second commercial is a longer version of the 30 second, using many of the same ideas and evoking the same emotions. The 60 second commercial showcases more selling features of the VUE, highlighting the safety rating, fuel economy and environmentally friendly aspects of the vehicle.

:00

Children are seen playing on the living room floor. Mother enters and stoops to begin picking up toys. She picks up a static window cling set and peels the cling of a VUE from the page.

:05

Mother places the VUE cling on the window and stands back to see the VUE now looking as though it is parked in the driveway.

Voiceover: What if you could change the world?

:10

Panning through the window the VUE has become a real vehicle in the driveway and the mother, father and 2 young children are loading duffle bags, tents, a cooler, stuffed animals, etc into the VUE.

Voiceover: What if you could protect the ones you love, protect the environment and protect your savings?

:15

(VUE is now driving down the open road towards an inviting mountain range. The sun is high in the sky and there is grass on either side of the road. The colors are vibrant.)

Cut to the children sitting in the middle seats. The child behind the passenger seat takes a window cling of a flower and places it on the window.

:18

Cut to outside the VUE and a real flower has appeared in the field where the cling had been stuck on the window.

Voiceover: What if your small efforts made a big difference?

:22

Cut back to inside the VUE where child behind driver's seat takes a window cling of a deer and sticks it on the window.

:25

Cut to outside the VUE and a deer is now grazing in the field where the cling once was. The deer looks up to watch the VUE drive by.

Voiceover: When you view the world like we do, anything is possible.

:30

Cut to still photos of the family in front of the VUE in various locations, flipping through them like a slide show. Enjoying camp fires, sunsets, fishing, riding bikes, ending with a photo of the children napping in the backseat.

Voiceover: The Saturn VUE received a 5 star safety rating. That's the highest possible rating meaning it provides the highest level of protection for your most precious cargo.

:40

The VUE is now stopped on the street to allow a family of ducks to cross in front of them. The mother peels a window cling of a pond and places it on the window.

Voiceover: And with an electric motor that burns less fuel, you will save your money as you save the environment.

:45

Cut to outside the vehicle and the ducks are entering the pond that is beside the road where the cling once appeared to be.

:47

Wide shot of the VUE driving off into the mountains and the setting sun.

Voiceover: Don't just see the world, VUE it.

As the voiceover begins type appear at the bottom of the screen.

Type: *Don't just see the world, VUE it.*

:51

Fade to black screen

Type appears all at once.

Type: *The all new 2009 Saturn VUE HYBRID.*

*Under \$32,000 MSRP**

www.saturn.ca

Voiceover: The all new 2009 Saturn VUE hybrid. Nicely equipped for under \$32,000. Visit Saturn.ca for details and to arrange a test drive.

:60

30 Second Radio Commercials

The emotion of the radio commercials is much the same as the TV commercials. The voice is female without obvious accent, and a believable sounding mother. She is concerned about taking care of her children, worried about the family finances and wants to be a good global citizen and care about the environment.

Radio Spot 1:

What if you really could change the world? What if your small efforts made a big difference? (pause)

What if you could protect the ones you love, protect the environment and protect your savings?
(pause)

When you view the world like we do, anything is possible. (pause)

Don't just see the world, (pause) VUE it. (pause)

The all new 2009 Saturn VUE HYBRID. Nicely equipped for under \$32,000.

Visit Saturn.ca for details and to arrange a test drive.

Radio Spot 2:

What if you really could change the world? What if your small efforts made a big difference?

What if the car you drove could help cut emissions and save your money for more important things,
like your family?

What if that same car was the lowest priced hybrid SUV on the market?

The all new 2009 Saturn VUE HYBRID. Don't just see the world, VUE it.

5 star safety rating, hybrid electric engine and nicely equipped for under \$32,000.

Protect the ones you love, protect the environment, protect your savings.

Visit Saturn.ca for details.