



Peugeot 308 in Russia

Deadline: 14.01.2008 23:59 GMT

Brand: Peugeot Russia

Sector: Cars, Vehicles & Accessories

Country: Russian Federation

Category: Below The Line : PR, Events

Published: 27.11.07 12:00 GMT

Budget: \$9 000

Status: Closed

Language of Solutions: English, French, Russian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

PEUGEOT in Russia

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

For the launch of the New Peugeot 308 in Russia (March- April 2008), we need to organize BTL activities. By BTL activities we mean any activity which excludes traditional Media (like TV, billboards or print). In case of a GREAT umbrella concept, we are open to preempt the launch actions with a teaser (in February). We need to make the new Peugeot 308 noticed, known and sold. We have big ambitions in terms of volumes of sales, this model must become a GREAT success in terms of sales in the whole Russia!

3 Step Target Audience

[who should you influence ?]

Active people, average-high income. Single / couple / 1 child. Male or female. Living in Moscow or Russian regions. Peugeot wants to touch people coming from all social classes (especially the rising middle classes).

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Peugeot 308 is THE new car of Peugeot , THE new car on the market that combines TOP quality, TOP reliability & "French style"!

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Peugeot 308 is efficient by nature, an extremely qualitative car, with objective technical advantages. Peugeot 308 has, as every Peugeot, a design to make you fall in love with it. The New Peugeot 308 highlights are as follow:

- Reliability and perceived quality: Excellent quality of materials and finitions; strong quality controls, highest standards
- Road handling: The New Peugeot 308 handles the road like a sport car
- Exterior design: Modern and stylish design, Peugeot style, elegant and a bit aggressive
- Spacious interior: Semi-high architecture, impressive interior space, largest glass roof
- Acoustic comfort: Quality of materials contribute to the interior's acoustic comfort
- Environment friendly: Best standards for environment and low fuel consumption

6 Step Character

[what are the features that define the personality of the Brand ?]

Peugeot = Innovation, Design, Safety, Dynamism, Reliability

7 Step Media Plan / Placement

[where will your work appear?]

The activities should be developed for Moscow, with adaptation to other biggest towns in Russia (>1 Million of inhabitants) : St Petersburg, Novosibirsk, Nizhniy-Novgorod, Yekaterinburg, Samara, Omsk, Kazan, Chelyabinsk, Rostov-on-Don, Ufa, Volgograd, Perm. Please note that the Federation of Russia is very extended from the West side to the East side, there are 7 hours difference between Moscow and Vladivostok!

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

We prefer multiple events / actions for large audience (mass) than one single big event. This BTL launch must generate a 'word of mouth' able to be spread everywhere, so that people owner of a car or willing to buy one, can understand how GREAT it would be to drive the New Peugeot 308, the car combining TOP quality & French style!

Attachments

37376/37377.jpg

22.37 Kb

37376/37378.ps

141.15 Kb