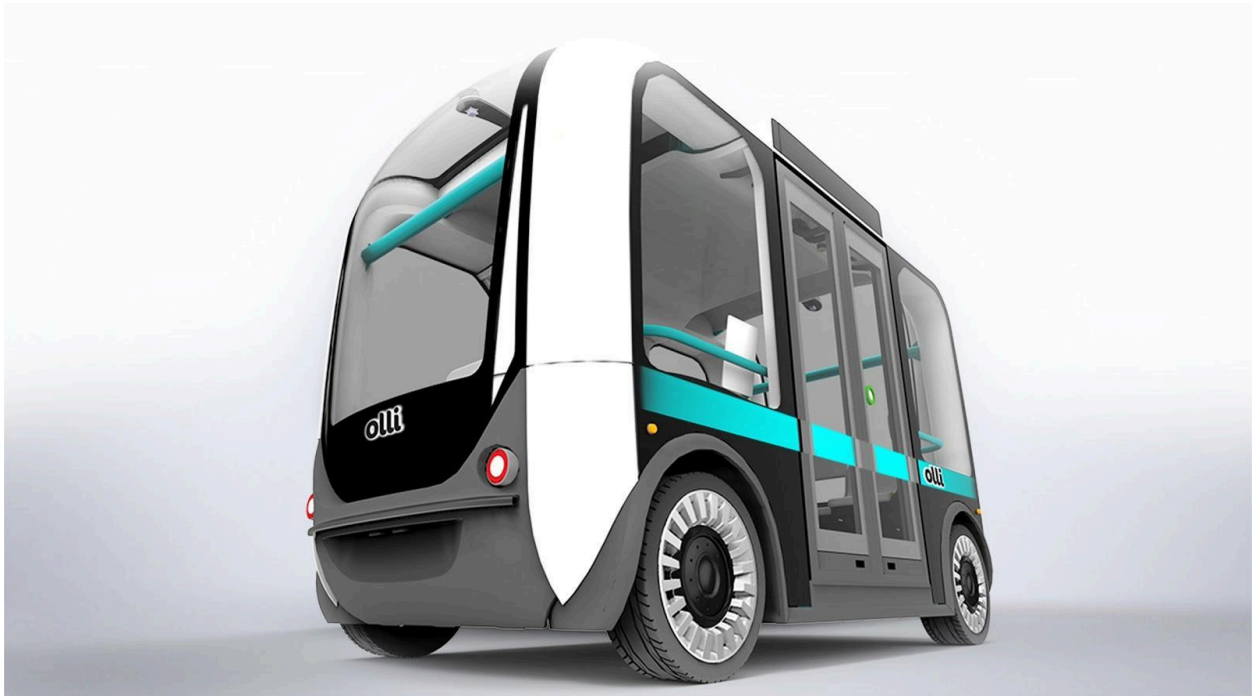


Local Motors IMC Plan



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Company History

Local Motors is an American automobile manufacturer that looks the changes in the way we use and build our vehicles. Based out of Phoenix, the company has facilities in Arizona, Texas, Maryland, and Berlin, Germany ("Microfactories"). The innovative company was founded in 2007 by Jay Rogers and "designs, builds, and sells vehicles by combining co-creation with local micro-factories" ("Local Motors Introduces Forth", 2016). The term "micro-factories" refers to their production facilities, which utilize state-of-the-art 3D printing technology to produce vehicles in a more sustainable way than the traditional manufacturing processes typically used today. Over the years, Local Motors has unveiled several interesting products. In 2014, the company build Strati, the world's first 3D-printed electric car. Other notable builds include the Rally Fighter (a souped up, sporty Baja all terrain racer), the LM3D swim (the first fully road and highway-ready 3D-printed car), and Olli (an autonomous, fully electric public transportation mini bus).

Company Culture

The culture of Local Motors is very young and innovative. Their Facebook page lists them as a technology company ("Local Motors - About "), and not as a car manufacturer. Their advancements in technology are expressed through their innovative designs and production processes. One sentence from their website that highlights their edgy and young corporate personality reads, "...together we're shaking up the auto industry as we haul ass into the unknown" ("We Are Local Motors"). There is no doubt that this youthful company is different from its big automaker competitors. Their mission is to "reinvent the automobile and how it's made"("We Are Local Motors"). Collaboration is the key that makes their team of employees and

online contributors work together to create their products.

One of the most unusual things about Local Motors, compared to their competition, is the way they design their vehicles. With the help of the internet and a vast online community of over 10,000 people, Local Motors managed to crowdsource their design team. They utilize open source collaboration and discussion boards to receive help on different builds from around the world. The autonomous public transportation system, Olli, was created by Edgar Sarmiento of Berlin, Germany through his response to a challenge hosted by Local Motors. Often, the winners of these design challenges receive cash prizes for their designs.

Company Problems/Challenges

One of Local Motors' biggest challenges is name recognition. Although articles and the hype surrounding some of its recent product developments from many different news outlets have helped more people come to know the innovative tech company, it is still nowhere near the household name of many of its competitors; companies such as Ford, Toyota, and Uber to name a few. These competitors have been around for longer, and have a much larger market share than that of this new company. Another problem that the company faces is the high prices for their vehicles, which are far from mainstream. The Rally Fighter, for example, retails at about \$99,000 for starters. This very high price point on most of their products could stand as a barrier to entry for some of the more common market segments that could conceivably have interest in a Local Motors product. For now, only the early adopters and wealthy trendsetters have the ability to purchase their products and designs.

Industry Category/Overall Market Trends

Overall, the automobile market has been performing well in recent years, with sales booming partly due to cheap gas prices, easy credit, and pent up demand (DeBord, 2016). This current trend makes the market a good place for Local Motors to dive in with their unique product lines.

Company Opportunities

One of the biggest opportunities for Local Motors right now lies in the driverless technology onboard the Olli mini bus technology. Fully autonomous vehicles are on the verge of reality, with several companies such as Google and Uber already testing this technology. Olli is being tested in Washington, D.C., and has many potential applications in school campuses and public transit systems. In fact, Miami and Las Vegas have already shown interest in partnering with Local Motors to bring Olli to their cities (Monks, 2016). A big edge that Olli has over competition like Uber and Google is a partnership with IBM. Olli is equipped with an onboard artificial intelligence system powered by IBM, called Watson, to make Olli smarter than the competition. The system will give Olli more of a personality, and will help improve connectivity and interactivity with its users. Watson will also help make the bus safer through the use of big data and a large array of cameras and sensors. The big-name recognition of IBM will help Local Motors excel in this market.

Product Analysis

Local Motors overall impression to its consumers is a futuristic mode of transportation with vast technological advancements. The company's main objective is their development of

What the product does for me?

- Opportunities/innovation
- City transportation
- On emissions

Reasons I believe

- Sustainable
- Belgium
- Start up product
- Self driving

How would I describe the product?

- Convenient
- Reliable
- Stylish



electric self-driving cars in addition to their development in 3D printing technology. We have not seen the Olli itself because it's still under production the company is trying to gauge interest on where it could potentially be marketed. Local Motors core competencies are the mastery and popularity of electric vehicles and 3D printing. This is the biggest advantage that Local Motors has over all its competitors. The overall trend of the future is to move toward new energy vehicles. Local Motor's product Olli a project that is planning for the future and is promoting itself as the city's main source of public transport. The future is the entire traffic map.

Competitive Analysis

Local Motors is an American motor vehicle manufacturing company focused on low-volume manufacturing of innovative motor vehicle designs using multiple micro factories (About Local Motors). The primary competitors of Local Motors' Olli in the online transportation market is Uber and Lyft; they both target young adults and young professionals who are seeking a convenient way of transportation. Uber Technologies Inc. was founded in 2009 and is based out of San Francisco, California, with a global network of 528 cities. Lyft was founded in 2012 and is also based out of San Francisco, California, with a domestic network of 200 cities. Secondary competitors of Local Motors are traditional cab companies such as Yellow Cab or Discount Cab. While these cab services offer transportation services, they aren't as digitally driven as Uber, Lyft.

When looking at the comparative attributes/benefits of Uber, Lyft, and the upcoming Olli, they all offer consumers a transportation method that is conducted on an individual's mobile

device. One of the benefits offered by Olli is how their cars will be electric, which attracts economically-friendly consumers who are looking to reduce their carbon footprint. In addition, Olli cars will be self-driving, which will attract tech-savvy individuals. Uber is also in the process of implementing self-driving cars in some of their markets, looking to keep up with this breakthrough technology feature in the transportation market. When looking at the pricing strategies between Uber and Lyft, they are close to the same since they are direct competitors in the online transportation market and are always looking to outdo the other. The benefit of your standard taxi service in comparison to Lyft, Uber, and Olli is that it doesn't require consumers to have the technological know-how that is needed in online transportation platforms. Also, having a dead phone won't deplete your ability in getting a standard taxi ride since you can wave one down in person; meanwhile, online transportation servers wouldn't be able to be initiated in this situation.

Uber primarily utilizes localized, experiential marketing tactics when trying to get a certain message across to consumers. For example, Uber messaging tactics include offering a Valentine's Day promotion where roses could be purchased on demand, an UberCHOPPER feature that provided helicopter rides to the Hamptons, and 15-minute playtimes with puppies or kittens. These tactics represent Uber's message to consumers that they are a fun, innovative brand that strives to be integrated within the community. In comparison, Lyft wants their message to consumers to be that they truly care about their drivers and customers and make decisions based on the premise of enhancing customer experience. This can be supported with Lyft's introduction of 'The Hub', "which is an online portal and blog curated specifically for Lyft drivers and dedicated customers" (Uber vs. Lyft: A Brand Comparison).

SWOT Analysis

Strengths

Olli, by Local Motors, is very easy to make in a short amount of time. In fact, there are micro factories dedicated to 3D printing these self-driving vehicles and they can rapidly mass-produce. Local Motors created the first Olli in just two short weeks. Olli also runs on electricity and recharging, which could significantly impact the carbon footprint and pollution levels of urban areas. Another strength that Olli has is its self-driving technology and sensors that allow it to make decisions faster than a human therefore keeping everyone safe. Compared to taking an Uber where the customer relies on a human to drive safely, Olli uses computer technology so sophisticated it is actually safer on the roads. Local motors also has an environmental edge over competitors. When Local motors makes an Olli car it uses 50% less carbon than traditional metals. These parts can also be broken down and reused to further lessen the cost of resources.

Weaknesses

Olli's major weakness is not being known in the market. This is normal for newer businesses especially when entering into a market. Another weakness is they are entering into an already fairly saturated industry. On demand driving services, via smartphones, has been around for a few years now and people have become loyal to certain brands. This makes Local Motors weaker because they have to focus more on building a relationship with their customer. Speaking of customers, a lot of people in the Local Motors market are likely to see the self-driving as a

weakness of the company. This is mainly due to skepticism involved with the newer technology and lack of trust humans have with robots. This could potentially lead to lose in sales if people don't feel comfortable even trying Olli.

Opportunities

Local Motors can find opportunities in urban cities that are heavily populated. With a heavier population, there is more market and in cities there are more locations that people are trying to get to. The trend of on demand driver services is also a major opportunity for Local Motors. We have seen Uber and Lyfts major success so in conclusion we can see this trend being in favor of Olli. Technology is also an opportunity that the company can take advantage of. People are integrating their lives more into technology so everyday there is a bigger market to cater to that enjoys the newest technological advancements.

Threats

With Olli, Local Motors faces obstacles with competition, market entry, adoption, skepticism, and government regulations. In regards to competition, Uber has most of the market share, at least in the US. These drivers on demand services are already integrated into many people's lives so we feel that many people would remain loyal to their brands, which could be a threat to Olli's market entry. Uber has also rolled out their electric self-driving vehicles and is in the testing phase in America, which could be a major threat to Olli's success. Another threat

Strengths:

- Produced in short time
- 3D printing
- Electric
- Self-driving

Weaknesses:

- Unknown to consumers
- Saturated market
- Skepticism that surrounds robotics

Local Motors faces with Olli is skepticism with their new technology. Self-driving cars are still an extremely new technology in our world, which leaves a lot of people questioning its safety and reliability. Local Motors faces the obstacle of convincing people that their self-driving cars are actually safer than human drivers. One last threat Olli could face is government regulations. Recently Uber was denied by California to test their self-driving cars there. Olli could face similar restrictions as this when trying to enter the market in states or countries that have higher

Opportunities:

- Heavily populated cities
- On demand drivers
- Technological advancements in vehicles

Weaknesses:

- Competition
- Market entry
- Adoption by consumers
- Skepticism
- Regulations

regulations.

Consumer Analysis

We conducted a research analysis in order to find the current consumer of city transportation, who would be interested in using the Local Motors self-driving shuttle Olli. As a team, we analyzed the different patterns of people who used public transportation as their primary mode to get to work, class, or for weekend activities. The suggested target market for Local Motors would be the consumers who are looking to replace their



Mill Ave. 4:05pm

current mode of public transportation, such as the bus or the light rail, so that they can get to their destination in a more timely and sustainable matter. More people traveled alone during the day, compared to being in larger groups at night, so the Olli would be the perfect carpooling shuttle for those who travel solo or in bigger groups.

The artifacts that consumers would typically carry with them were their phones, backpacks or briefcases, and bus tickets. Since a majority of the people using the public transportation system were either students or business professionals, they highly depended on their smart phones for music, as a tracking device for the next shuttle, or as an automatic ticket to board the bus. People waiting for the bus or light rail, waited for their ride to get to



Downtown Phoenix 12:30pm

the station while standing under a covered patio or sitting on benches. For people who will be using the Olli shuttle to get to work or school, Local Motors should set up a community area for people who are waiting for it to arrive.

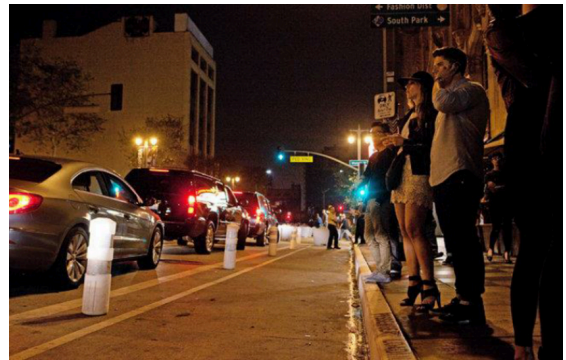
The activities that occurred while people waited for the bus to arrive, were that people would be listening to music, or engaging in conversation with other commuters around them. The business professionals relied on newspapers to occupy their time, while students were occasionally seen reading textbooks or studying while they waited. Since the bus or light rail stops were on busy streets, there was a constant stream of movement



ASU Campus 7:45 pm

that surrounded the people that waited. However, the people using public transportation were more interested in getting to their destination rather than making friends, so I think the Olli shuttle can help promote a more intimate carpooling experience that encourages people to have a conversation. Olli has a voice controlled system called Watson, which can be used to make recommendations while people were traveling.

The environment for the bus and light rail always had people waiting for their ride to arrive. Light rail and bus stops were near busy streets on campus or the surrounding areas, so that it was a close and convenient place for people to catch their rides. It was always more convenient for the commuters to be waiting and dropped off in a specific spot, rather than having the bus or light rail drop them off where they still had to walk. The Olli shuttle has a specific GPS system that will pick up its passengers from their desired location, and take them to their destination. People like the convenience of being dropped off exactly where they need to be, so it's important that this experience is quick, convenient, and efficient.



Downtown Phoenix 9:00 pm

Consumer Demographics

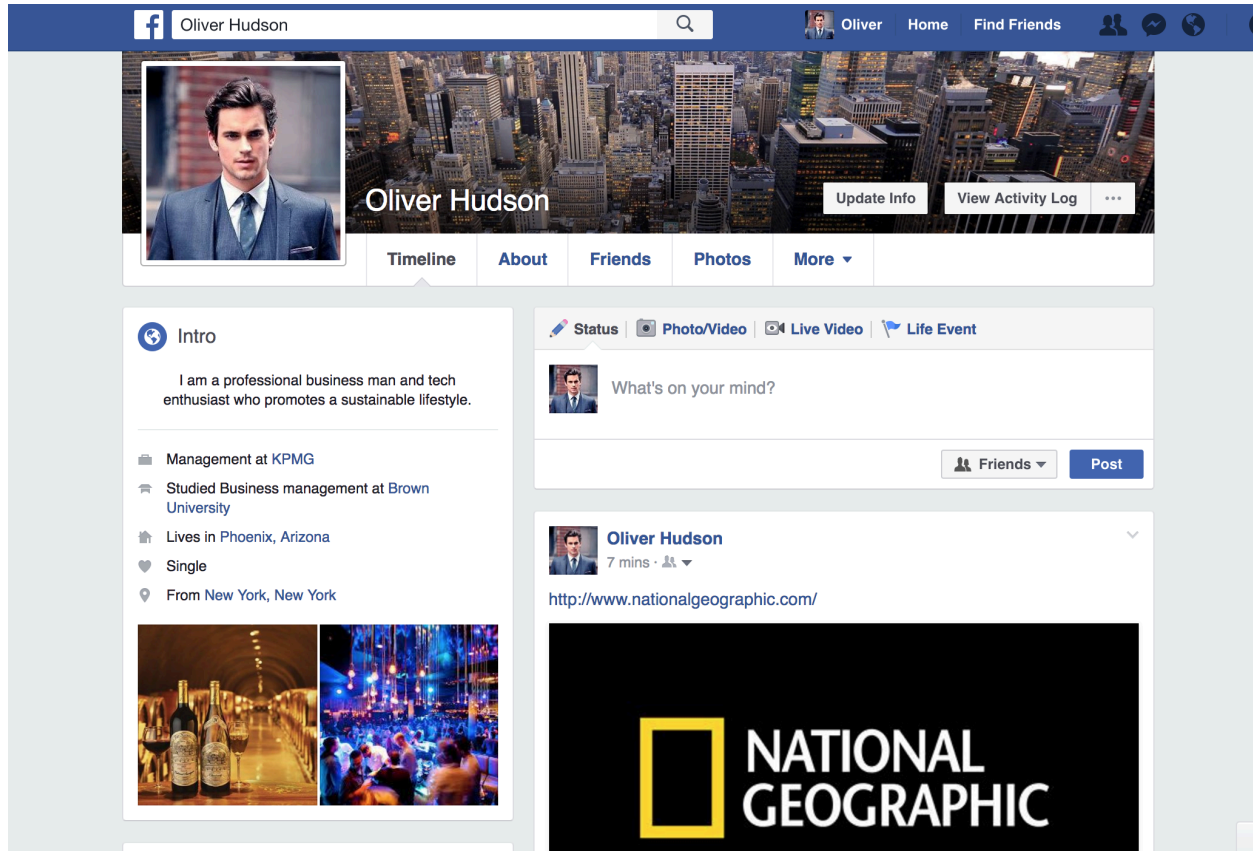
Our target consumer would be in their early to late 20's and 30's and mainly depend on the Olli shuttle to take them to work in the city or as a safe mode of transportation for a night out. We predict that males would be the dominant user of Olli as a mode of transportation to get to work, while women might use it when they are going out to a restaurant with their girlfriends. The consumer would be college educated and pursuing a professional career in the business field, or work downtown in corporate offices. Since Olli is a public shuttle and can be used for

carpooling, the region that it will mainly commute in is in the downtown parts of cities, which is near offices and restaurants. The consumer will also be of middle to upper class because the shuttle will charge the consumer on their smartphone for each route traveled.

Consumer Psychographics

The target consumer is personally motivated by success and being driven by innovation and technology. They lived a fast paced and healthy lifestyle because they live in the city and enjoy working out and being fit. Their biggest belief is that they are environmentally friendly and support a sustainable world. According to the VALS profile, our consumer is an Innovator who enjoys taking in information, are future oriented, are receptive to new technologies, and have a wide variety of interests. Another category of the VALS is that our consumer would be an Experiencer because they desire everything, they are first in/out of trend adoption, are up on the latest fashions, see themselves as very sociable, and are spontaneous. As per the Mosaic profile, our target consumer would be considered a Young City Solo. Young City Solos are typically young professionals with a high incomes so they enjoy spending their income on traveling or on nightlife activities.

Consumer Persona



Our consumer persona is Oliver Hudson, who works in Management at KPMG in downtown Phoenix. His interests include going out with friends and enjoying nightlife, as well as traveling, philanthropy, and sustainable energy. Oliver is a highly educated graduate from Brown University, who is driven by money, success, and a desire to own his own company one day. His aspirations also include owning several vacation homes, being able to travel internationally for business, and implementing new innovative business strategies in his workplace. Oliver is very family oriented, even though he is single, and is also into wearing the latest fashion trends. Even though he is very extroverted and outgoing, he can also be impatient and quick to judge. The Olli shuttle would be a great mode of transportation to get to work and meetings.

Strategic Objectives

The marketing objective that we created for Local Motors is to increase their market share by 25% by December 2017. To increase their sales, Local Motors needs more promotion for their product the Olli. The Olli shuttle would be a great success if Local Motors positioned themselves to be more innovative and sustainable than Uber and Lyft. Local Motors can promote Olli's unique feature, Watson, which is a voice controlled component that provides suggestions to its commuters, to appeal to the consumer's suggestions for recommended restaurants and nightlife. Olli is competitively priced compared to Uber and Lyft because the cost of the shuttle depends on the length of the destination. Overall, the bottom line is that Local Motors needs to promote the shuttle in major cities to gain popularity, and once consumers are aware of Olli, Local Motors would have increased market share because they would be the preferred mode of public transportation over buses and Uber.

The IMC objective for Local Motors is to increase usage by 70% among 18-30 year olds in order to appeal to university students and young business professionals. By promoting the Olli near schools and universities, students will can use the shuttle to get to class instead of using the bus or light rail system. Business professionals will use Olli in as their main mode of transportation to work and meetings downtown. By focusing on the specific target audience, Local Motors would be able to appeal to the fast-paced lifestyle of the commuters who live in the cities and need a fast and reliable mode of public transportation. Local Motors should increase usage through the promotion of Olli and targeting 18-30 year olds because they would become the preferred shuttle of transportation over Uber. Local Motors also needs to focus on building a relationship with their target consumers, so they should provide "first ride free" for anyone who

wishes to use Olli, so that they are tempted to continue using the shuttle.

Creative Brief

Task/Problem:

Local Motors needs to be in local cities in order to succeed. The problem that Local Motors faces how to get awareness to commuters about the Olli and how to implement it in the minds of the consumers, so that they ultimately choose Olli over Uber and Lyft.

Audience:

Young professionals who are busy and on the go with work and need efficient transportation. The audience is technology and environmentally conscious and value being the innovators of society.

Key Consumer Insight:

The motivation is that they want to be innovators of technology and are always looking to implement new ideas or products in their life, to make life more convenient and efficient in their busy lives.

Goals:

We want to increase brand awareness by 70% among 18-30 year olds. We want our audience to feel compelled to try a new alternative in transportation that is the most effective to get them to their destinations throughout their cities.

Proposition and Promise:

We are promising a self-driving transportation experience that has innovative technologies such as a Watson component that is able to make recommendations on your predetermined route. Olli is also the most sustainable vehicle that facilitates a fun new way of carpooling and public transportation.

Evidence for Propositional Claims:

Our brand essence helps prove that Olli is sustainable and environmentally friendly and helps eliminate emissions by using 50% less carbon. The company has an environmental edge over competitors

because Local Motors has a sustainable manufacturing process through their micro factories, where they are able to rapidly mass produce Olli, where they utilize parts that can be broken-down and reused. Olli is the futuristic shuttle that provides consumers with a hip/cool interface between human and machine, through their use of Watson.

Brand Personality/Feelings:

Our brand makes consumers feel technologically innovative and environmentally friendly trend setters.

Requirements:

Local Motors needs to focus on the connection between the product and their target consumers.

The Big Idea

In our exciting world of innovation, Olli is a refreshing and much needed revision to the outdated public transportation systems of the past. Using new technologies and processes, Olli is smarter, safer, and more responsible than the current ride-share and taxi services available to consumers. Olli will bring technology and sustainability to people's daily commutes, and it is our goal to bring Olli to the people.

Integrated Marketing Communication Strategy

Olli will change the way people travel to work, to school, and to play. Amongst several inadequate options such as taxis and ride-share companies, Olli has a chance to shake up an industry and bring innovation and sustainability to many people and cities. Our main IMC objectives are to increase brand comprehension by 70% among people age 18-30 years old, and to increase Local Motors' market share by 25% by the end of the year.

Our main advertising strategy is to increase comprehension through information. For this

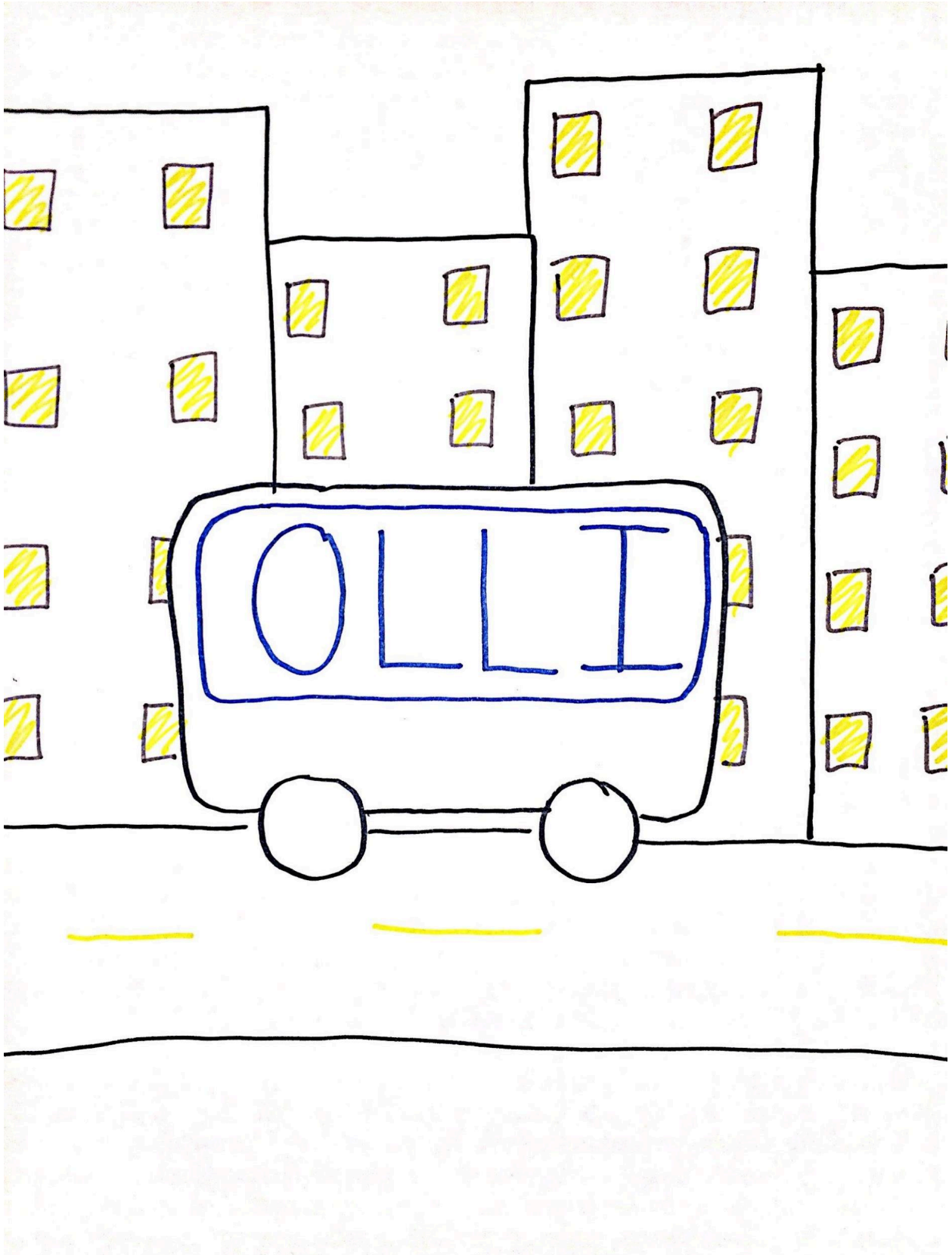
reason, we have chosen our print and audio ads, because they will be very effective ways to convey information to potential consumers about Olli. The Spotify and Pandora ads will be able to introduce people to the idea of Olli and the potential benefits, and the visual ads in the three magazines we have selected will greatly benefit the “cool factor” that surrounds Olli. Indeed, one of its biggest selling points is the head-turning design and aesthetic differences when compared to traditional vehicles.

People like innovation and convenience, especially the younger demographic that we are working to reach out to. The product is something that will wow them and encourage use, and the IMC plan we are laying out will be a great success in getting that message out there to our new consumers. We want to impress upon people’s minds the benefits that they could have riding with Olli. Our goal is to bring this great product and our great consumers together.

Print/Magazine Tactic

Our print advertisement would be shown in tech savvy magazines such as WIRED, Learning Technology, Wall Street Journal, Men’s Health, and Wine Enthusiast. We think that showcasing Local Motors self-driving shuttle Olli in these magazines, would help gain the popularity Olli needs to become successful with innovative millennials. Our campaign would have simple colors, and showcase Olli by depicting different cities, map locations, and the product itself. We want our target market to visualize that Olli can be found and used in any city for transportation to school or work. By showing different route maps, we encourage that customers can be set their own destination and pick-up locations. The print advertisement draws the attention of our audience because of the lack of words. It’s our goal to simply show the name

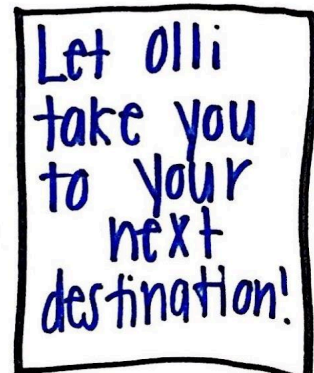
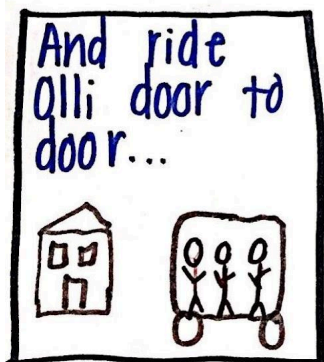
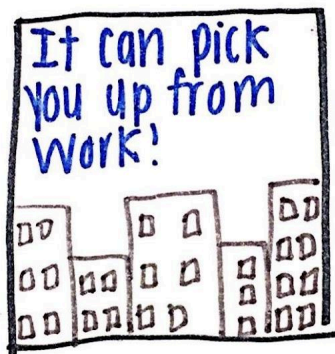
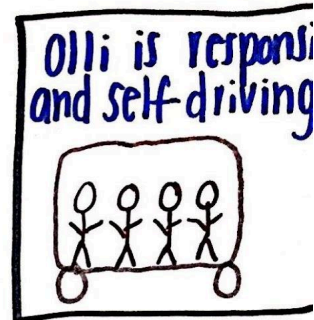
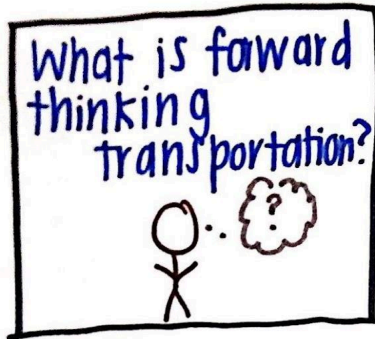
of the shuttle, so that the audience knows that Olli is the newest form of forward thinking transportation. Benefits of showing print advertisements, such as Olli, are that 61% (Mitchell) of people are easily swayed by the simplistic message or the clean content of the advertisement. Print advertisements also gives Local Motors the flexibility to choose where in the magazines they would like to be placed in order to gain the most attention from an audience. Local Motors target audience are futuristic, tech savvy, and innovative business professionals and students, so buying advertisement space in these magazines will help gain the attention of their desired audience. Since Olli is not yet in the United States, it would be easiest to display the look of the Olli shuttle in the most effective way.



Television Tactic

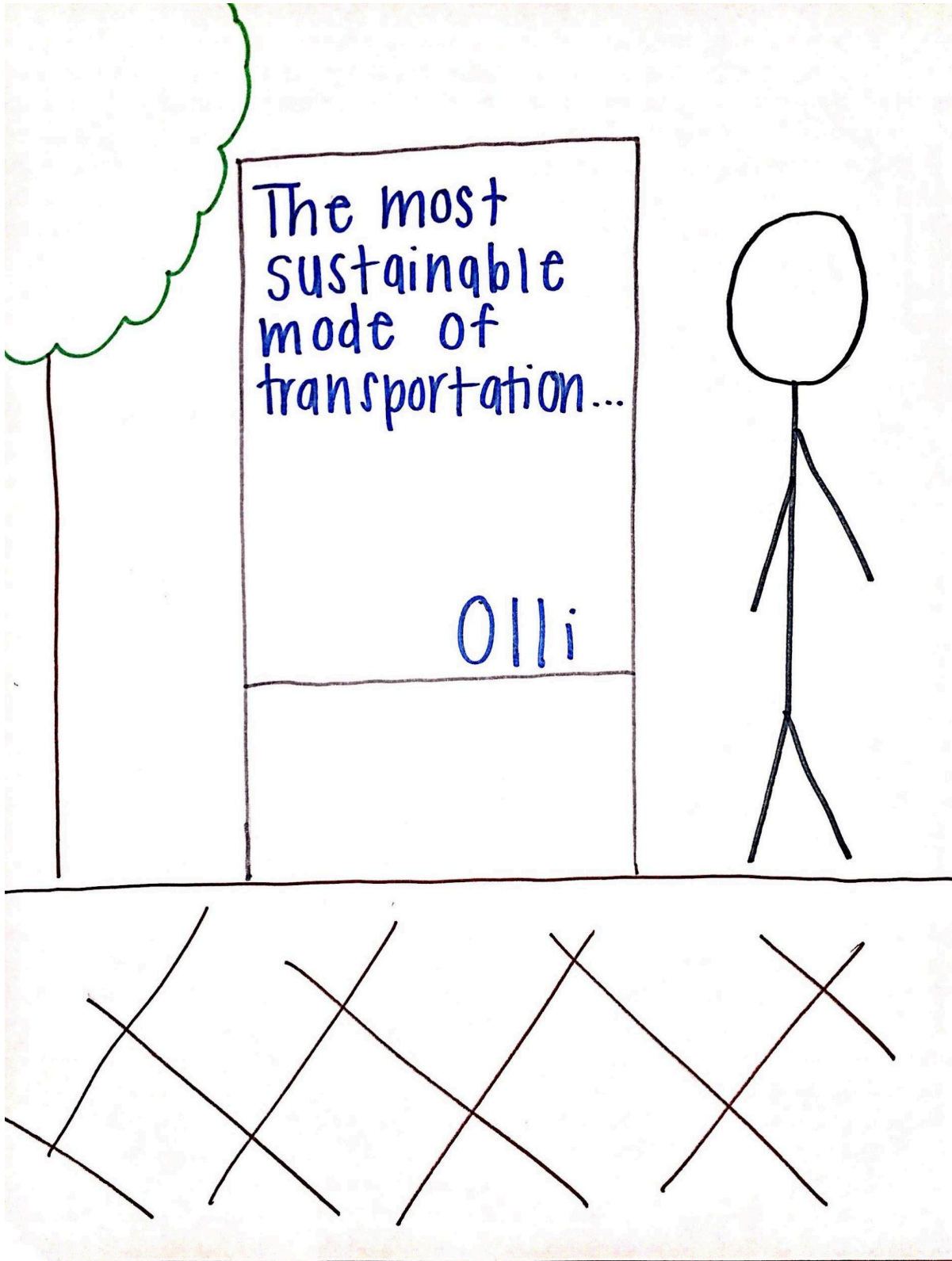
Our television advertisement would be shown on news platforms such as 60 minutes, Good Morning America, ESPN and World News. We think that television and news programs would get the attention of the consumer who is getting ready for work. Consumers who are also coming home and watching the evening news to see the development in the newest transportation technology development. The promotional video that we created would be a great introduction and informational video about how the Olli shuttle would work in different types of cities. After the promotional video was released, we suggest that the company would look into live television videos of the Olli shuttle shown working and transporting people throughout cities, and taking them to school or work. By having a news video with a voice over, could help with the professional tone of the product, and as a fun, futuristic tech savvy product. Voice overs also help inform viewers about the different features of the Olli shuttle, such that it's self-driving and voice command technology named Watson. These types of television commercials would help introduce the Olli shuttle to consumers, while also explaining the benefits of using sustainable, emission free transportation. Good Morning America could have their news anchors riding in the Olli, describing the ride, and the ease of requesting the ride from a certain destination. The news anchors would also give commentary on how the shuttle works and how it is a sustainable and friendly neighborhood mobility solution. Some of the benefits of having television advertising is that you can captivate your audience and create an environment that conveys the message to target your audience and convince them to use the Local Motors ride sharing service. Especially since Local Motors is a smaller company and the Olli shuttle is a new mode of futuristic transportation, television will serve as another medium to help show viewers

the opportunities that Olli can serve the population.



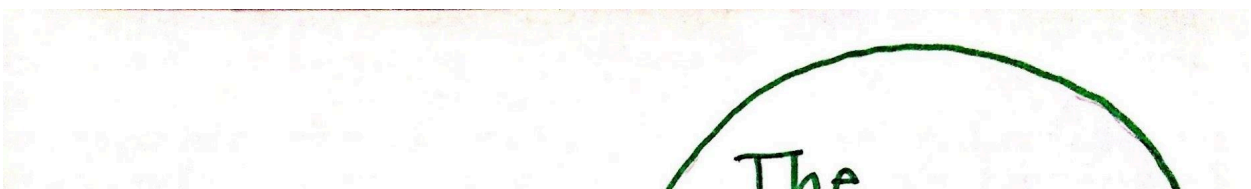
Ambient “Out of Home” Tactic

Our ambient “out of home” tactic is to have a bus station advertisement or a stand-alone advertisement that depicts a simple slogan promoting Olli as the most sustainable ride sharing mode of transportation in local cities. Local Motors can choose to have their logo or the name of Olli shown in the corner of the advertisement, which leaves the audience wondering what the product or service entails. Once the audience interest is peaked about a more sustainable ride sharing opportunity, they will be inclined to conduct research in the company and the shuttle itself. The point of an “out of home” tactic is that the company’s message is simple and cost effective, so the audience can remember the concept and benefit of taking sustainable transportation. The message that Olli is trying to depict is also relevant in today’s world because people, especially millennials, are always looking for a more sustainable mode of transportation, that potentially helps promote an emission free society. Promoting the “truth” behind Olli and how it can reduce global warming also bring awareness to the audience about the benefits of taking the Olli shuttle over buses or taxis. Bus advertisements also gives Local Motors and the Olli shuttle street level placement, with a high traffic of potential customers. By placing ads near a route based transportation system, Local Motors would be able to attract their target audience who usually depend on city and local transportation to get to work. In addition, bus adverts are a simple cost effective and affordable advertising solution which doesn’t cost a fortune to Local Motors. This tactic will also serve as 24/7 advertising coverage because people who use public transportation will be able to see the ad for an easier more sustainable transportation system. Much like a billboard or a bench ad, bus adverts can help improve the awareness and comprehension of the brand and their image.



Ambient “Guerilla” Tactic

For our “guerilla” tactic we decided to have an explicitly obvious campaign that shows that the Olli shuttle is truly sustainable and helps reduce the output of emissions. We propose that Local Motors invests in covering Olli in grass to promote that it’s energy efficient and keeps our world “green”. By having the shuttle drive around cities covered in grass, will also help gain attention from consumers who will be curious as to why the transportation vehicle doesn’t look like your typical public shuttle. The grass will feel and smell like real grass, so consumers are inclined to feel the shuttle and are intrigued in the concept of sustainable transportation. This is the most obvious and aggressive form of advertising because it explicitly tries to show the audience the message that Local Motors is trying to convey. The benefits of “guerilla” advertising are that it allows Local Motors to be creative in how to captivate their audience, and that it gains popularity through word of mouth. Once people start talking about Olli as the sustainable shuttle, people will be interested to see how it can be used for transportation to and from work. The best way for Local Motors to be considered as a leading innovator in forward thinking transportation, word of mouth will get people talking about their brand and their sustainable Olli campaign. This tactic can also help Local Motors network with other energy efficient companies in order to expand their business and potentially partner with companies that support their message. Since Local Motors is a newer company, we think that trying to gain the most attention through transparent, honest, and aggressive advertising will help gain the popularity they need to be successful. Olli will be the newest and most talked about transportation service because of creative tactics that promote a sustainable world.

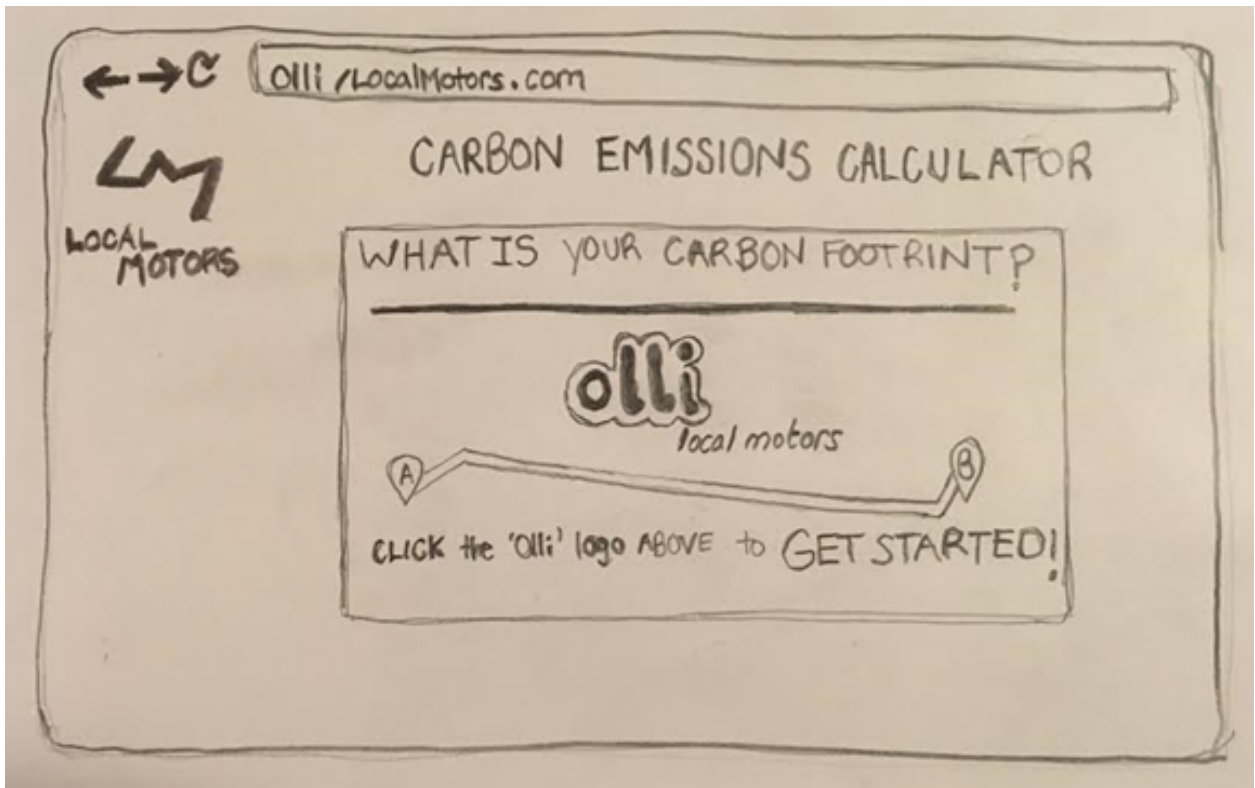


Interactive-Digital Tactic

With online and web advertising being the bulk of interactive marketing, it is crucial for marketers to create ads that are creative and interruptive enough to grasp consumers' attention (Barry, pg. 194). With so much going on in the lives of consumers in today's digital world, it's hard to maintain this attention for longer than a couple of seconds. A solution to this is utilizing marketing methods that allow consumers to participate in one way or another with your brand.

One of the Interactive Digital ads we created is intended to be placed on the Local Motors website. When referring to the comprehensive on the next page, the audience, after clicking on the 'Olli' logo, will be directed to a list of questions that calculates their carbon footprint; the system will also calculate how much their carbon footprint could be decreased if they chose Olli as their form of transportation instead of traditional methods like taking a taxi. This will facilitate that two-way conversation that interactive marketing's strives for and will show consumers how Local Motors Olli is a green transportation method. This will be beneficial in creating a positive brand image because the 'green' movement is a popular trend right now. At the end of the carbon footprint questionnaire, consumers will then be directed to the page where they can enter in their information, if they please, to start their membership.

This tactic is also useful in that it is measurable; it can track how many people who downloaded the app or started their membership after they took part in the questionnaire. This is important for any marketing tactic because if it's not measureable, there is no way to determine if it was a success or not.



Interactive/Direct Experience Tactic

With interactive-direct marketing, the consumer is directly reached, usually in the form of

an email or mail-in. To create desire and action within the consumer, it is important to use the technique of offering something in return for the attention, usually in the form of something free or at a discounted price. It's also a way to build product-knowledge within the consumer, which can be done in a catalog format where the product or service is explained. Persuasive language should be utilized with phrases such as "Sign up today" or "Get Started!" In addition, as a marketer, you want to make sure and create a sense of urgency within the consumer by using phrases such as "Today Only" or "Going Fast".

It is also imperative you understand who your target market is so your marketing efforts don't go to waste. For Olli, the target market is young professionals who live in cities such as Chicago, New York, Tempe, etc. For this reason, we would send our direct mail and emails to these types of individuals in these types of cities to optimize the effectiveness of this form of marketing.

For our direct mail and email ad, we decided to produce something that was informational, showcasing Olli's new and innovative technology. The ad also uses persuasive language, "Sign up today!" to get the receivers to act upon the ad. In addition, the ad fosters call to action by the consumers by offering them their first ride free, but only if they sign up by June 1st. This creates a sense of urgency that will facilitate increased success by the ad. The ad also includes the website information where they can sign up and learn more about Olli and what it has to offer.



MEET OLLI

**Sign up by June
1st and receive
your first ride
FREE!**

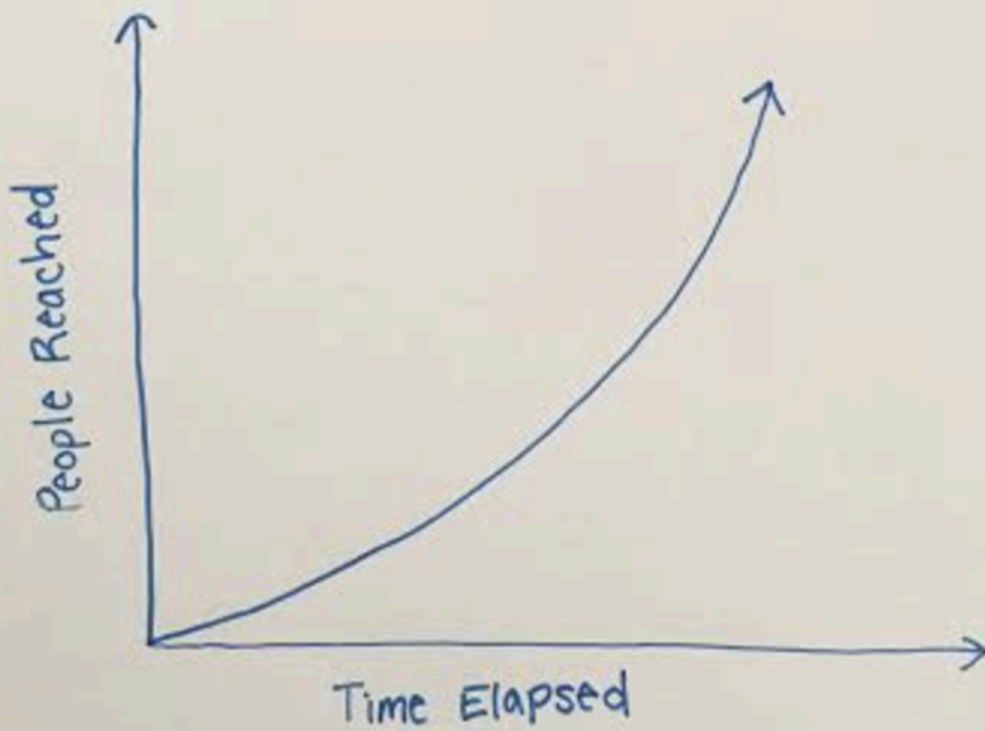
Social Tactic

In the digital world we live in today, social media has become a huge platform for marketers to reach consumers. With a single tweet, you can reach millions of people, which builds the awareness of your brand. Social advertising is basically a subset of interactive marketing, in the idea that you are trying to create a message where the audience will have a response, but in the form of a favorite, retweet, comment, etc. Because Local Motor's Olli is new to the market, it is crucial to have a social media presence that will get the public talking to build the awareness and comprehension of Local Motors and the Olli brand.

When looking at Local Motors current twitter presence, they have around 13,000 followers. They have a 'MeetOlli' hashtag strategy right now, where they have been producing informational posts that include links to informative sites that explain Olli and its groundbreaking technology. This is a good strategy, but once Olli has implemented it in more cities, some more strategies should be put into action. For example, a strategy that can be utilized with Twitter is having a post stating, "Retweet this post to be entered in a drawing where the winner will receive free Olli rides for the year!" In the post, there will be a link to the app or Local Motors website where consumers can start their Olli membership. This will increase initiative of consumers to take part in the brand and will facilitate the spreading of knowledge regarding Olli's services. This same thing can be done with Facebook.

Another social media strategy that can implemented is having a Snap Chat filter that is in the geo-field of the new city where Olli is being introduced. Snapchat is a widely popular social media platform now, so this would be a useful and fun tactic in getting the brand known to the public.

Exponential Effect of Social media



In today's current market, radio ads are one of the lesser popular marketing platforms when compared to other graphic visual techniques. This is because people don't listen to the radio as much as they did before, with the introduction of apps like Spotify and Apple Music. Also, radio ads are not that difficult to produce, but being able to create one that is effective is not that easy. This is because you can't rely on visuals to tell your story or to sell the product. That being said, if done right, radio ads can still have a positive effect on the success of a brand. To properly execute a radio ad, it is important to create a conversation between the narrator and the audience. This is because the radio is a platform that is personal, where people listen to it when they are on their way to work or have headphones in when going to the gym. One can say it is almost a way for a brand to whisper in the audience's ear. For this radio ad, we decided to go with a conversation that is held between Olli (Watson voice) and the Local Motor's CEO as the narrator. This was inspired by a YouTube video that shows the CEO in one of the Olli cars. We wanted to go with something informational that showcases IBM's Watson technology. This is because one of the main objectives for this ad campaign is to raise awareness of Local Motors Olli. With this ad being around 130 words, it should take up around 40 seconds to get through.

Sample Script:

Jay: Hi, my name is Jay Rogers, the CEO at Local Motors, and I am here to tell you about the first self-driving, cognitive vehicle. His name is Olli, and why don't I have him introduce himself. Olli, why don't you say hello.

Olli: Hello everyone, my name is Olli. I'm a self-driving vehicle powered by Watson IBM technology. I can help people get around, in an innovative, sustainable fashion.

Jay: Thanks Olli.

Olli: Of course Jay.

Jay: Olli, I am hungry. What is popular around here?

Olli: Phoenix has some great Mexican food. Is that what you would like?

Jay: Sounds wonderful! What's popular?

Olli: Pedros is approximately seven minutes away and has four out of five stars on Yelp. Interested?

Jay: Sounds good to me. Thanks Olli.

Olli: Of course Jay, and make sure to try their famous cheese crisp.

Jay: Thanks Olli!

Public Relations

Public relations is becoming a more important asset to a company than ever before. It used to be that PR was something of an afterthought and there was not real consistency within companies of how/when to use it. Now it seems that PR is taking a front seat approach in companies and is there from the beginning to the end of product promotion. Before we make recommendations for Local Motors in terms of their PR it's important to look at what they already have. Local Motors does have a Press page on their website that voices their opinion they want to have open communication with reporters, the community, and anyone just seeking out information. There are also links to blogs, press release, as well as news articles Local Motors has been featured in. So far we believe this a great start to their public relations strategy but there are points they should improve upon. The first recommendations we have is consistency. PR is all about integrating messages. These messages come in many forms such as the planned messages from advertisements, the inferred messages which are the impression made by the company, maintenance messages which are responding to customer contact, unplanned messages which include external reports. To create this consistency, we recommend that Local Motors find a voice, tone, and style that they can have across all types of messages. This will create synergy for the brand, which will make the messages more powerful than they would on their own. Having a coherent brand image for Local Motors will create authenticity for the brand. Local Motors should accomplish this one voice, tone, and style by first starting internally. It is important to make sure everyone of the employees understand the consistency of the brand and they relay those messages in the same or similar ways. Taking the time to communicate a

positive message to consumers in a consistent way is a key builder of trust to the company to show that Local Motors is a reliable brand that serves the people rather than themselves.

PR GOALS



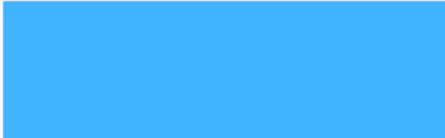
CREATE A CONSISTANT
VOICE, TONE, AND STYLE
IN ALL MESSAGES
INTERNALLY AND
EXTERNALLY



TAKE THE TIME TO
COMMUNICATE A
POSITIVE MESSAGE TO
CONSUMERS IN A
CONSISTENT WAY TO
BUILD TRUSTING
RELATIONSHIP



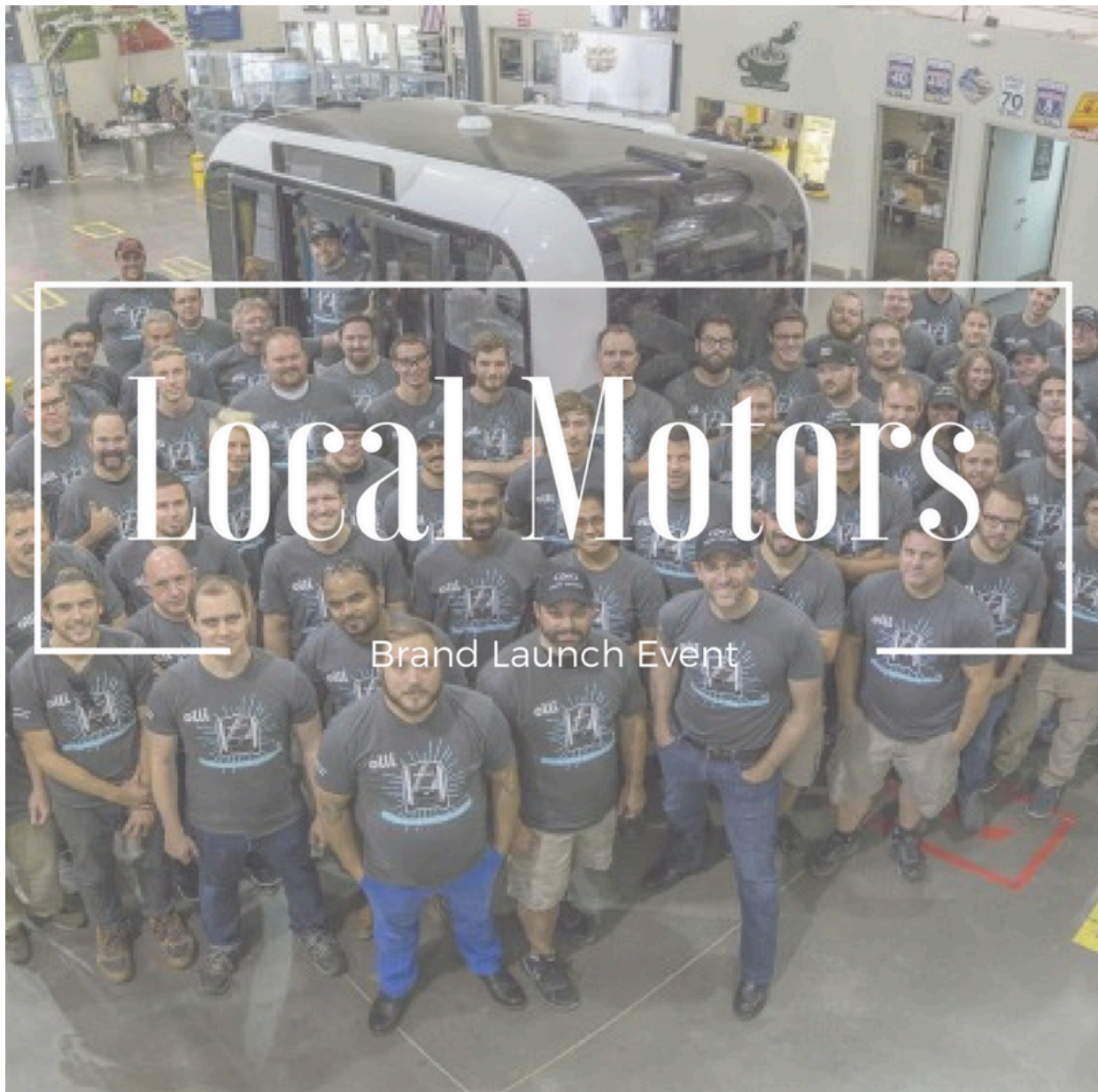
CREATE SYNERGY FOR THE
BRAND TO CREATE
POWERFUL BRAND
MESSAGE



Internal Rollout

Branding from the inside is almost just as important as branding to the customer on the outside. It is crucial for a company to not only come up with excellent branding techniques that fit their consumer personas but they need get the acceptance of the ideas from their employees as well. For example, most people wouldn't buy a gift for someone else unless they liked it too. The purpose of internal rollout is to get the employees excited about the product or service being created so it creates authenticity, which customers will definitely pick up on. To accomplish Olli's internal rollout goals, we are recommending three tactics to implement into this strategy. First we recommend that Local Motors put on launch events for every new project. So Olli would have its own launch party event that would include refreshments and potentially stakeholders as speakers. This would help get behind the product because it allows everyone to gain knowledge together about the product and have a more social work environment to do so. Secondly we recommend that Local Motors implements brand training to all their employees. The brand training would consist of seminars put on by the CEO or lead developers would give the employees the full rundown of the product. Because Olli has so many different features, facts, and new technologies it is important for employees to know Olli like the back of their hand. We also recommend that employee handbooks detailing the many features of the product are necessary for every employee to have on hand. Knowledge is power in this case because if an employee doesn't know almost everything about the product it is unlikely a customer is going to be excited about the product and trust the company. According to an article

in Forbes, their data indicates that fewer than 50% of employees believe in their company's brand idea, and even less are actually equipped to deliver to on it. Local Motors must ensure that every employee is on board with their mission and has the knowledge to effectively spread the word about the brand. They can achieve this goal by having those launch parties, building a branding training program, and creating brand ambassadors within the company.



Media Strategy Objectives

Media Mix and Rationale:

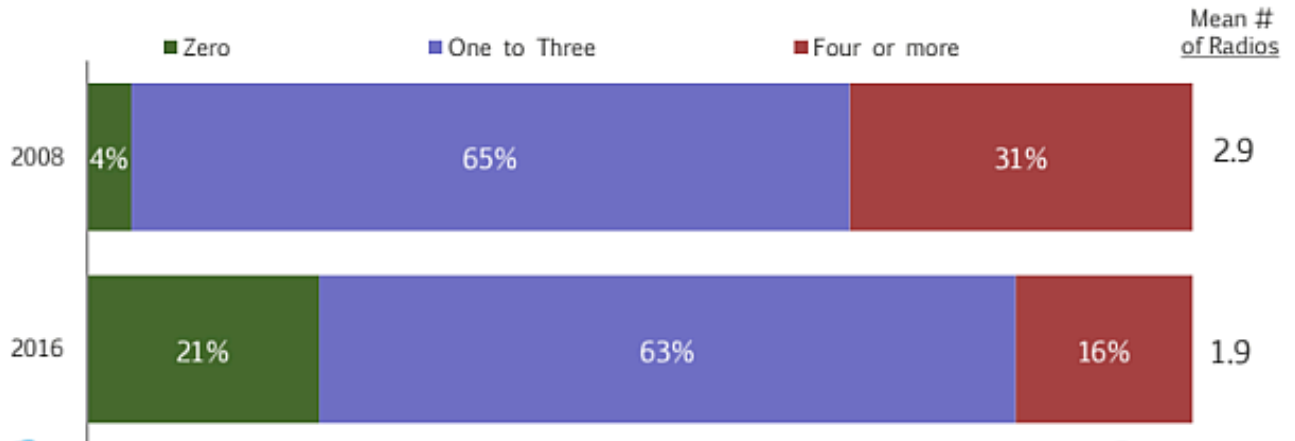
Our consumer persona can be described as a young, sophisticated man in his mid-twenties who is tech savvy and in a hurry. Due to the smaller nature of Local Motors as a company, we recommend focusing on only a few of the above listed tactics in order to keep costs down. The tactics we recommend Local Motors focus on are audio ads with Spotify and Pandora, as well as print ads in Wall Street Journal, Wine Weekly, and Men's Health.

In recent years, there has been a shift in the way people listen to music (Hill, 2016). Because of this growing trend, this demographic has been making the switch from radio to streaming music. The following graph illustrates the downward trend in radio ownership:



Number of Radios Owned in Home

Total Population 12+



The Infinite Dial © 2016 Edison Research and Triton Limited



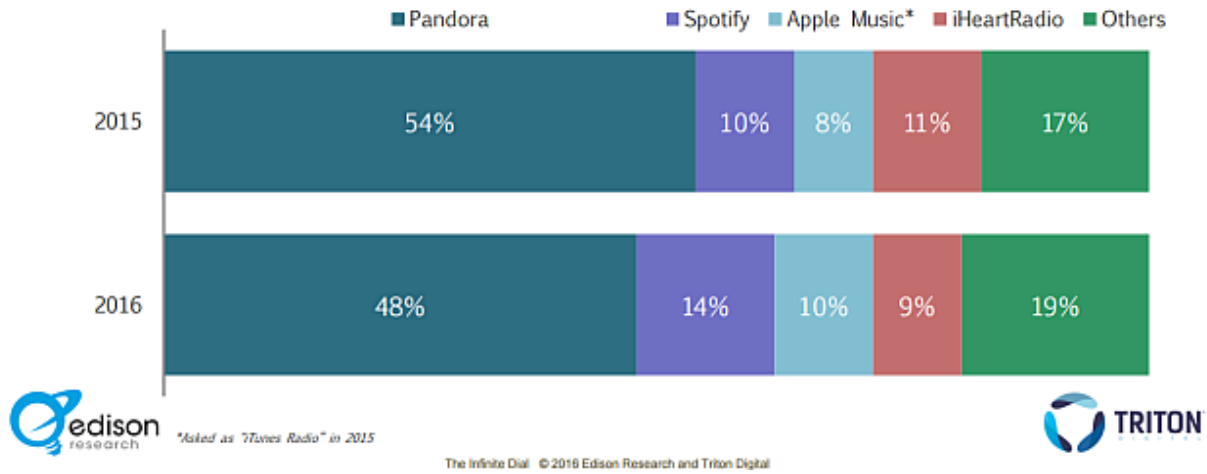
(Hill 2016)

We feel that the best option for audio ads would be placement within Spotify and Pandora, because these are the two most popular services, as shown below.



Audio Brand Used Most Often

Base: Currently ever use any audio brand

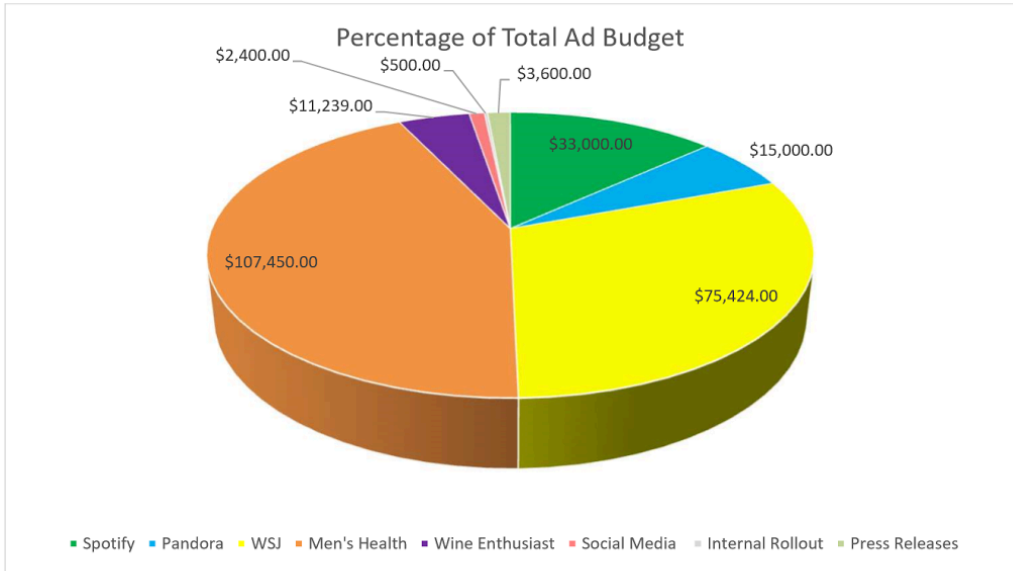


(Hill, 2016)

Another type of media we recommend using to advertise Olli is through print media. We have chosen Wall Street Journal, Wine Enthusiast, and Men’s Health as excellent opportunities to reach our target market. People that are likely to find Olli to be an enjoyable new product are also likely to be reading these three magazines.

Timing and Rationale:

Since Local Motors is still a relatively small company, we feel it would be fitting to focus our attention on the above-mentioned mediums of audio and print advertisements and to spread out run-times strategically throughout the year. Doing so will help keep costs as low as possible, while still maximizing the efficiency of the ads. We chose the timing of Spotify and The Wall Street Journal first due to their higher costs, and then filled in the schedule with the less



- Spotify: Estimation Based on \$5-\$30 CPM
- Pandora: Estimation based on \$8-\$12 CPM
- WSJ: Price taken from 2017 general rate card targeting two major areas, California and New York
- Men's Health: Price taken from 2017 rate card for 1/3 page ad for given time period
- Wine Enthusiast: Price taken from 2017 rate card for 1/3 page ad for given time period
- Social Media: Estimation based on hourly pay several hours per week for upkeep and content
- Internal Rollout: Estimation based on cost of materials to initiate internal rollout and educate employees
- Press Releases: Estimation Based on average expected cost of press release, times 12.

Evaluation Plan/Assessment Measures

Local Motors company is progressive in areas of research and promotion. Olli will be perfect in the lives of office workers and college students. Their projected success will be due to convenient location services and cheap prices. We would prefer that Olli and Local Motors change the way people travel in the future. The company promises a sustainable alternative to the subway and bus system, and will gain the popularity with every city in the future.

The potential of the Local Motors is the mastery of the latest technology. Now we are in the era of rapid development of a science and technology. Every year the new technology is changing. For Local Motors it is the need for these new and developing technologies.

Because at this stage Olli project is still in the research stage, Olli is known to be very few people. We can put the shuttle on the road ahead of time to test. It's like a mobile ad. Olli has a unique shape and oversized title will attract a lot of people's attention. It can be considered on the road test is also a free advertising so Local Motors doesn't spend extra money.

Olli will be popular to people's lives is the future. This is the focus of our next step. Now more importantly, it is to improve the autopilot system development. Because now the car has automatic driving now always reported out a lot of news out of the automatic driving accident. So, we need to become more sophisticated and automated driving safety.

To build a honest and reliable brand image is very important. Through the market survey, we can know the needs of most people and their demands for public transportation. We want to know what the user wants and desires in their daily commute. We need to do more social media platforms and network with consumers to improve the service. At the same time this is a way to spread advertising. The best ad is your friend or family recommendation. This will allow more people to try to ride Olli. When people tried probably for the first time after Olli it will be changed. After each servicing the passengers we are hoping to get guest feedback. So, we can know how we can improve in the future. For example, after each

ride guests need to fill out the feelings for the ride. If the guests fill in the discount roll, we can give the guests the next ride. This will also stimulate the guests to give us feedback. You can also get more useful market information.

Recommendations

Our agency has recommended that Local Motors focus on building brand comprehension at the beginning stages of their introduction for Olli. Through brand analysis this has led our agency to come up with recommendations Local Motors should implement to meet this goal. As the brand moves forward we suggest that Local Motors focus on internal rollout strategies, social media strategies, and public relation strategies. As previously mentioned in the internal rollout tactic we suggest Local Motors create brand launch events to get the employees excited about Olli as well as gaining expert brand knowledge through employee seminars. This excitement and extensive knowledge about the brand will lead to effectively spreading all messages consistently internally and externally.

Our second recommendation is to have Local Motors active on social media platforms. We suggest that Local Motors grow their Facebook, Instagram, Twitter, and LinkedIn, to engage with customers in order to build brand awareness and comprehension. Building upon that they should also focus their advertisements on platforms like Spotify and Pandora due to their popularity on the web. The power of social media is growing larger each day and brands like Local Motors must take advantage of these tools to create comprehension through information.

Our final recommendation is to focus on public relations to create consistent messages for the company. These messages will need to have a consistent voice, tone, and style to have a coherent brand image. For example, every message from advertising, marketing, social media

should be the same. Having this coherent image will make Local Motors more trustworthy to the customer which will attract buzz thus creating comprehension through information.

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