

Research Template VW Ad

How to prepare your car for winter:



ORDINARY CAR

- ☐ *Drain radiator*
- ☐ *Flush thoroughly*
- ☐ *Check rubber hose*
- ☐ *Refill with anti-freeze*
- ☐ *Check heater hose*
- ☐ *Check heater*
- ☐ *Check for draughts*
- ☐ *Change oil*



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- ☐ *Change oil*



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Target Market

- What kind of person is going to get the most out of this product? People that commute to work and deal with harsh conditions of nature. Their current vehicles are not reliable 24/7 365 days a year and they need something more versatile
- Who are the best current customers, with the highest LTV? Middle aged men or women who commute to work via car and have office or manager jobs that they cannot leave or are the main breadwinner for their family
- What attributes do they have in common? They work most of their waking hours, stress is always following them wherever they go like a shadow, constant pressures from bosses and leaders at work, they are hard working but feel under appreciated, want a better life but feel stuck in their routinely careers, everyday is pretty much the same and they look forward to the weekends/off days to get some relief from the constant career cycle, they are putting their careers before their own health and well being.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person. **Joe, 34 years old, slightly obese but not alarming 205 lbs 5'10. Scruffy face doesn't shave much feels like he doesn't have enough time, eats out but knows to stay away from fast foods and junk foods for the most part, gets in minor fitness only does videos on youtube on his off days but isn't enough to be at his best physical shape.**

- **Background and mini life history.** You need to understand the general context of their life and previous experience. Joe used to be athletic in highschool and younger days playing sports like basketball and volleyball. As he grew older he went through the basic life cycle of graduating and going to college studying management and business to be put into a career as a manager for a coffee shop with 3 locations in nearby towns all within 45-1 hr apart. Joe never used to drink coffee but being that he works in it so much and is on the go constantly he has become quite the caffeine addict. He does not work out as much as he did in highschool because he feels he has passed that time of his youthful days, he only does youtube videos online like bodybuilding videos but he isn't consistent enough to see major changes which keeps his mentality quite pessimistic towards time, energy and the fitness industry.. He just wishes to be young and energetic again. Overall Joe is not super unhealthy but just average and lives a mediocre life of work sleep repeatedly feeling the pressure from higher leaders to increase sales and improve the businesses across all 3 store fronts. Although Joe does get paid a decent salary he definitely works for every dollar. Joe is constantly on the road and driving from each location to take care of manager duties like hiring new employees, handling the payroll and scheduling, any employee disputes or customer complaints, working on finding different ways to increase sales and or different coffee blends/eateries. He is also always on the move to different businesses to find partnerships to provide more products and better products in their coffee shops. He has a family and works hard for them to provide them the means to survive and live a comfortable life, his wife does not work and takes care of the 2 kids at home, wife is 36 with 1 boy 8 and girl 6, they are a happy grateful family for their hard working father but wish he had

more time to spend with them. Joe's car is constantly taking a beating due to all the miles he puts on it going from site to site, meeting to meeting, chores and more. He does not have time to worry about the reliability of his vehicle and cannot afford to be without a vehicle. Joe is keeping his eye open to look for a new vehicle and upgrade the one he has had for the past 7 years.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them. Joe wakes up at 5AM Mond-Friday and works until 6-8PM, His usual day is to visit all 3 coffee shops guaranteed in a day and make sure everything is running smoothly, in between these site visits he is also meeting with partners and or prospects for their coffee shop to increase sales. He is on the road for hours everyday commuting to all these different sites and meetings. 6AM-6PM he is working, 8AM, 12PM, 4PM he is mostly visiting the shops and in between has meetings and is commuting.
- **Values.** What do they believe is most important? What do they despise? Joe loves his family very deeply and works hard to keep a roof above their heads and food on the table. Family is his number 1 driving force. Joe does not like the constant pressure from his higher leaders who he feels like does none of the work and has Joe doing everything that they should be doing or share the load. He feels underappreciated and overworked.
- **Outside forces.** What outside forces or people does the Avatar feel influences their life? His loving and supportive wife is always backing him up and keeping his will power full so he is able to keep up with the hardcore career cycle he is in. He is also very influenced by the higher leaders who expect more and more each time they meet and feel spiteful towards them, always wanting more and never appreciating

his work. Constant stress and not having enough time are emotions and feelings he experiences each day the most.

Current State

- What is painful or frustrating in the current life of my avatar? Joe is stressed, overworked, worrying about his cars reliability, frustrated with his bosses, wants more time for the family
- What annoys them? No appreciation at work, always feels rushed, no time for himself, a lot of work on his plate
- What do they fear? Fear not being able to provide for his family if he does not work this job, his car breaking down and leaving him stranded with no vehicle to commute to all his sites and meetings, his family seeing him fail, being fired
- What do they lie awake at night worrying about? Joe worries about his car breaking down and has had nightmares of being stranded on the side of the road especially during winter time when the conditions get very dangerous for old cars
- How do other people perceive them? Commoner, normal guy, nothing special, older model car so not as rich or luxurious, lackluster, hard working family man
- What lack of status do they feel? Joe does not have much time to worry about how he looks or feels, he is constantly on the go and working for his family, he feels deep down that the time of his current car is coming to an end and has been seeing the new Volkswagens on the road and wants to feel special driving to his meetings and sites with a brand new car
- What words do THEY use to describe their pains and frustrations? Stressed, tired, old, low energy, antique, overworked, under valued, robotic, same routine

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like? Joe would be in a higher leadership position and get to drive a new fast car and have other people to take over his duties as a manager of the 3 stores, he would be more of a mentor and advisor to the new manager who takes over his position, he feels strongly that he knows how to improve and change it to make the job easier and more efficient
- What enjoyable new experiences would they have? He would have more time with his family, others would see and respect him more, they would see him as a man of high value and know he is someone special
- How would others perceive them in a positive light? High valued man, wealthy, luxury, good boss, great energy and youthful spirit
- How would they feel about themselves if they made that change? Joe would feel he has his life in control and not the other way around, he would feel more proud from his family and run full speed forward into life taking it by the horns and being a new masculine man that is able to make the calls
- What words do THEY use to describe their dream outcome? Freedom of choice, strong resolve, big boss, great leadership, communication, family man, superhero dad

Roadblocks

- What is keeping them from living their dream state today? Joe feels undervalued and not appreciated, He wants to achieve more status and be in a better routine than his current career cycle, his value as a man feels challenged
- What mistakes are they making that are keeping them from

getting what they want in life? Joe is not investing into his own assets and looking like the man who his dream state is

- What part of the obstacle does the avatar not understand or know about? Joe does not yet understand that he must look the part in order to get the part or work towards that path
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome? Look to be, upgrading his car and his look will elevate his charisma and power as being perceived as a high value man

Solution

- What does the avatar need to do to overcome the key roadblock? Joe buying a new VW car will upgrade his perceived value and decrease his stress with commuting
- “If they <insert solution>, then they will be able to <insert dream outcome>” If they buy a VW car then they will be able to look like they are a high value man and feel powerful with their new look and worry less about breaking down.

- ## Product

- How does the product help the avatar implement the Solution? By Joe having a new VW car he is able to be more efficient and less stressed when commuting and also has a higher perceived value
- How does the product help the reader increase their chances of success? Joe feels buyers excitement with his new car and domino effect with upgrading his look and being a higher value man
- How does the product help the reader get the result faster? By having a new car joe feels energy and more efficient when commuting for work, if he was to stay with his old car it would be same routine everyday but by having a new car he has a new sense of value
- How does the product help the reader get the result with less

effort or sacrifice? He does not have to stress and worry about reliability and is able to be more confident when going to meetings and his sites

- What makes the product fun? A brand new car with all the new gadgets and gizmos, the speed and everything about the car feels more elevated
- What does your target market like about related products? Joe loves the VW look and feel of the car, he attaches feelings of wealth and luxury with it
- What does your target market hate about related products? Joe did not like the price tag he paid for the car but for what he got out of it he is able to swallow the cost for the outcome he achieves now by having the new car and new sense of confidence in his look

Writers questions?

By having the deeper dialogue to the avatar does this derail my original pitch of trying to get Joe to buy the VW car?

I do feel that it is disconnected from the original ad. Any feedback is greatly appreciated this is my first research template

Thank you for your time and feedback G's, have a blessed day :)