

SMARTCAR

Miranda Scott & Katt Weernink



MEET KATE

Kate is 26 years old. She is just starting out on her own. She wants a car that works for where she lives and the lifestyle she leads.



THIS IS WHERE KATE LIVES

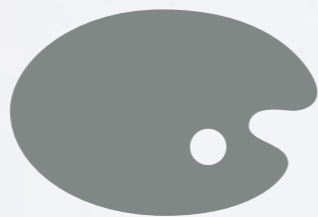
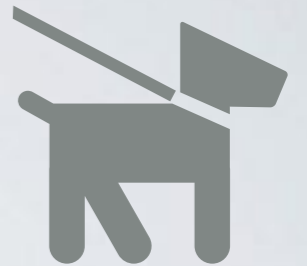
She lives in a big city. Kate wants transportation to be easy and efficient but Uber and Lyft are not feasible for her every day needs. She hates trying to find parking in the city but cannot stand the inconsistency and unreliability of public transportation.



INSIGHTS & SINGLE MINDED

- Insight: Women's most important aspect of a car is the utility
- Single Minded: smartcar opens up new parking spots

Things you
could be doing
instead of looking
for parking




**You're Not There Until
You're Done Parking**

Campaign Tagline

OOH I

You're Not There Until You've Parked



 smart

 smart

OOH 2

“Designated” smartcar parking



INTERACTIVE I

where u at?

where u at?

where u at?

- Imagine you're having Kate over for dinner but she's late because she's looking for parking... Let her know she's late for dinner by texting an interactive billboard.
- Text smartcar "Hey smartcar, can you let Kate know that dinner's ready?"
- The billboard will project a scrolling message that says "Hey Kate! Dinner's ready!"

INTERACTIVE 2



Kate
@katemarie



Follow

@smartcarusa OMW to a concert and need parking now. HELP!



2:48 PM - 12 Dec 2017



Official smart USA
@smartcarusa



Following

@katemarie your access code is 8152
Have fun!



2:48 PM - 12 Dec 2017



COMMERCIAL

A man is waiting at the altar on his wedding day. People begin whispering in the background because no one has yet to see the bride. The groom calls his wife to be to ask where she is.



COMMERCIAL

Commercial flashes to the bride, in the car, yelling at her driver to hurry up and find parking as she answers her phone.



PRINT I



iMessage
Today 7:02 PM

Hey sweetie! I'm on my way. Be there soon!

Ok see you soon!

I'm here! Just looking for parking.

Ok

?

Still looking for parking



Still looking for parking?

Read 8:36 PM

Yeah... should I just come over another day?



You're not there until you've parked

PRINT 2

Meanwhile, you were parking...



Thank You! Gracias! Grazie!
Any Questions?

