




CHEVY EQUINOX 
DRIVE AS YOU ARE



We are a public relations agency committed to **empowering our clients** through strategic communication solutions that create **meaningful connections and measurable impact**.

Guided by our core values, **adaptability, authenticity, curiosity and creativity**, we navigate the evolving PR and media landscape with agility and purpose.





VANTAGE POINT CREATIVE



Lauren Sherrer
Writer/Account Executive

Becca Maffei
Co-Creative Director

Charlotte Foster
Message Strategist

Marcus Mendoza
Co-Creative Director

Averi Axton
Action Strategist

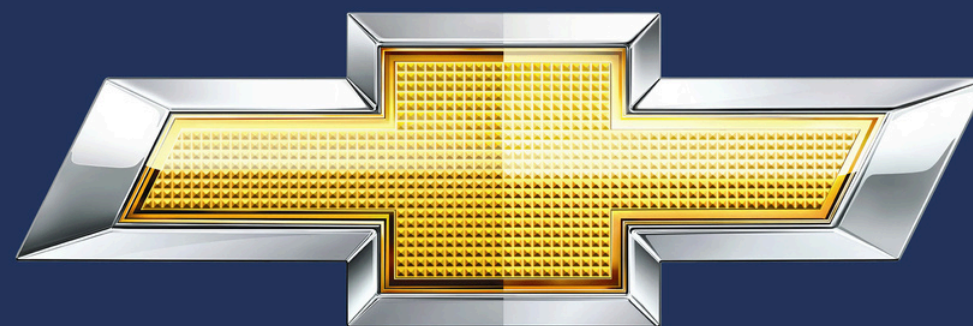
Elizabeth Heffel
Research Director



POSITIONING STATEMENT



Unlike brands that trade performance for style or affordability, Chevrolet blends cutting-edge technology, durability and modern design—empowering young drivers to explore every road with confidence.





SITUATION & ORGANIZATION OVERVIEW

SITUATION

- Low awareness
- Generation perception gap
- High sales, low search
- Opportunity for repositioning

ORGANIZATION

- Legacy brand
- Known for trucks and SUVs
- Internal challenges
- Audience insight: 29% of Gen Z noticed Chevrolet messaging
- External factors



KEY GROWTH AREAS

Perception: Seen as brand for older drivers.

Storytelling: Use Route 66, road trips, campus life, community ties

Partnerships: Engage media, influencers, community

Value: Stylish, affordable SUV for youth; visibility for dealers; engagement for media; reassurance for parents



CAMPAIGN GOALS

We want to use Oklahoma pride and community ties to tell a story that will reposition Chevrolet as a classic and tech-forward brand.

By partnering with local influencers, we can tailor content to student, travel and family life. Building authenticity through consistent and engaging social media will be our main objective.



OBJECTIVES

AWARENESS

Reach **200k+** Oklahomans with Chevy Equinox digital content

ACCEPTANCE

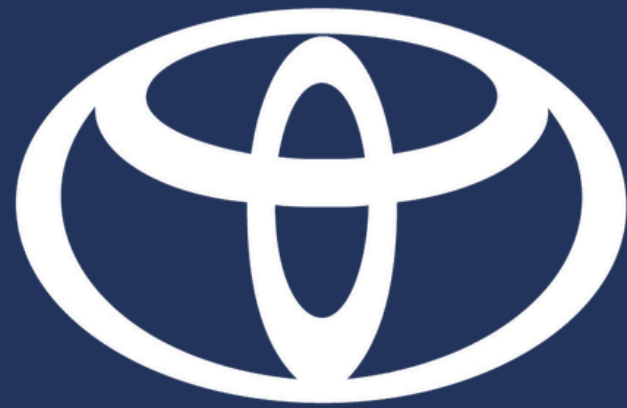
Boost positive sentiment by **20%** via a digital & experiential PR campaign

ACTION

Generate **2,000** test-drive sign-ups via targeted ads, influencers and events



COMPETITIVE LANDSCAPE



TOYOTA



HONDA



mazda



SUBARU[®]



SWOT ANALYSIS



STRENGTHS

- Strong brand recognition
- Affordability
- Technology

WEAKNESSES

- Uncool reputation
- High sales, low search

OPPORTUNITIES

- Engage with Gen-Z
- Leverage insights and trends
- Meet the cultural moment

THREATS

- Competitors
- Economic volatility
- Evolving car-buying experience



PERSONAS



PERSONA 1



"I want a car that's practical and affordable, without making me look like a 45-year-old soccer mom."

DRIVEN DANIELLE

- 22-year-old college student at The University of Oklahoma.
- Works as a waitress at Midway Deli and is now seeking a reliable, stylish new car that fits her lifestyle and budget.
- Enjoys running, live music and road trips with friends and her dog, Frito.

GOALS & PAIN POINTS:

- Find a quality car within a waitress's salary
- Drive a vehicle that reflects young professionalism
- Limited car-buying knowledge
- Rising prices and economic uncertainty



PERSONA 2

"I've always been a Ford guy because that's what my parents drove, but now that I'm starting my own family, I want something safer, more modern and that fits where I'm at in life."

MODERN MILES

- 28-year-old financial analyst from Oklahoma City
- Young professional entering a new life stage, married and expecting his first child.
- Grew up loyal to Ford but is exploring new brands that offer modern tech, safety and long-term value.

GOALS & PAIN POINTS:

- Find a safe, dependable family vehicle with modern features
- Balance affordability, technology and long-term value
- Anxiety about switching brands
- Rising prices & limited inventory



RESEARCH

PRIMARY RESEARCH INSTRUMENTS



SURVEYS



INTERVIEWS

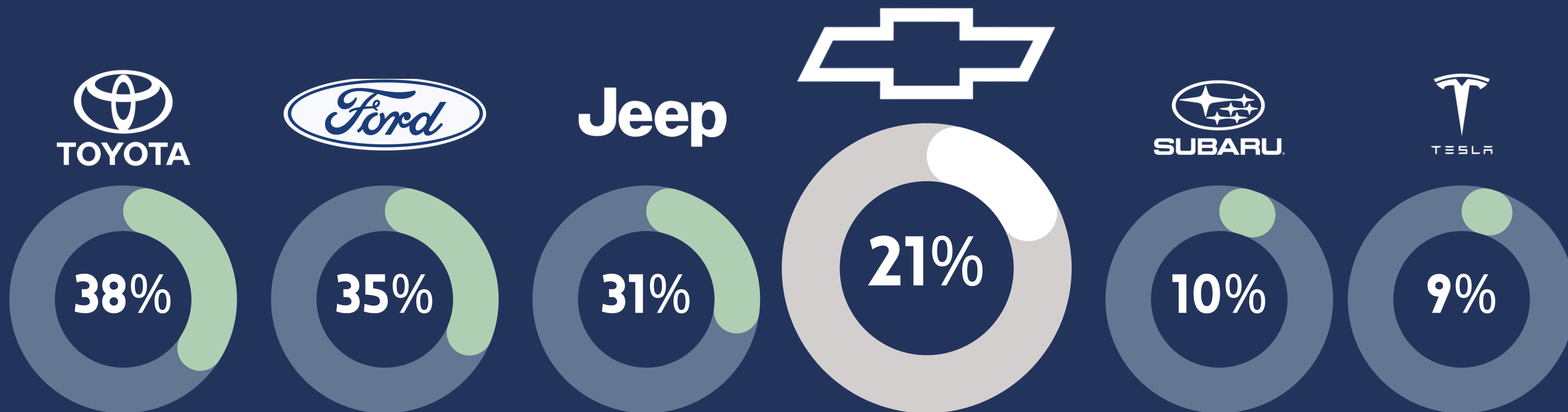


FOCUS GROUPS



KEY SURVEY INSIGHTS

BRAND CONSIDERATIONS





INITIAL PRIMARY RESEARCH

15%

FIRST-CHOICE
CONSIDERATION

AMONG 21- TO 31-YEAR-OLDS

1ST

TOYOTA

2ND

FORD

3RD

JEEP

4TH

CHEVROLET

KEY FINDINGS

Toyota (28%) | Ford (24%) | Jeep (18%)



INITIAL PRIMARY RESEARCH KEY FINDINGS

TOP ASSOCIATIONS

65%

“RELIABLE”

52%

“CLASSIC”

41%

“FAMILY-ORIENTED”

LOW ASSOCIATIONS

22%

“MODERN”

20%

“STYLISH”

18%

“TECH-FORWARD”



INSTAGRAM POLL RESULTS

54%

OWN A DIGITAL
CAMERA

85%

LIKE THE VINTAGE/
Y2K AESTHETIC

73%

LIKE THE "DAD/
MOM" STYLE/VIBE

66%

FEEL LIKE CAR ADS
ARE TOO POLISHED

68%

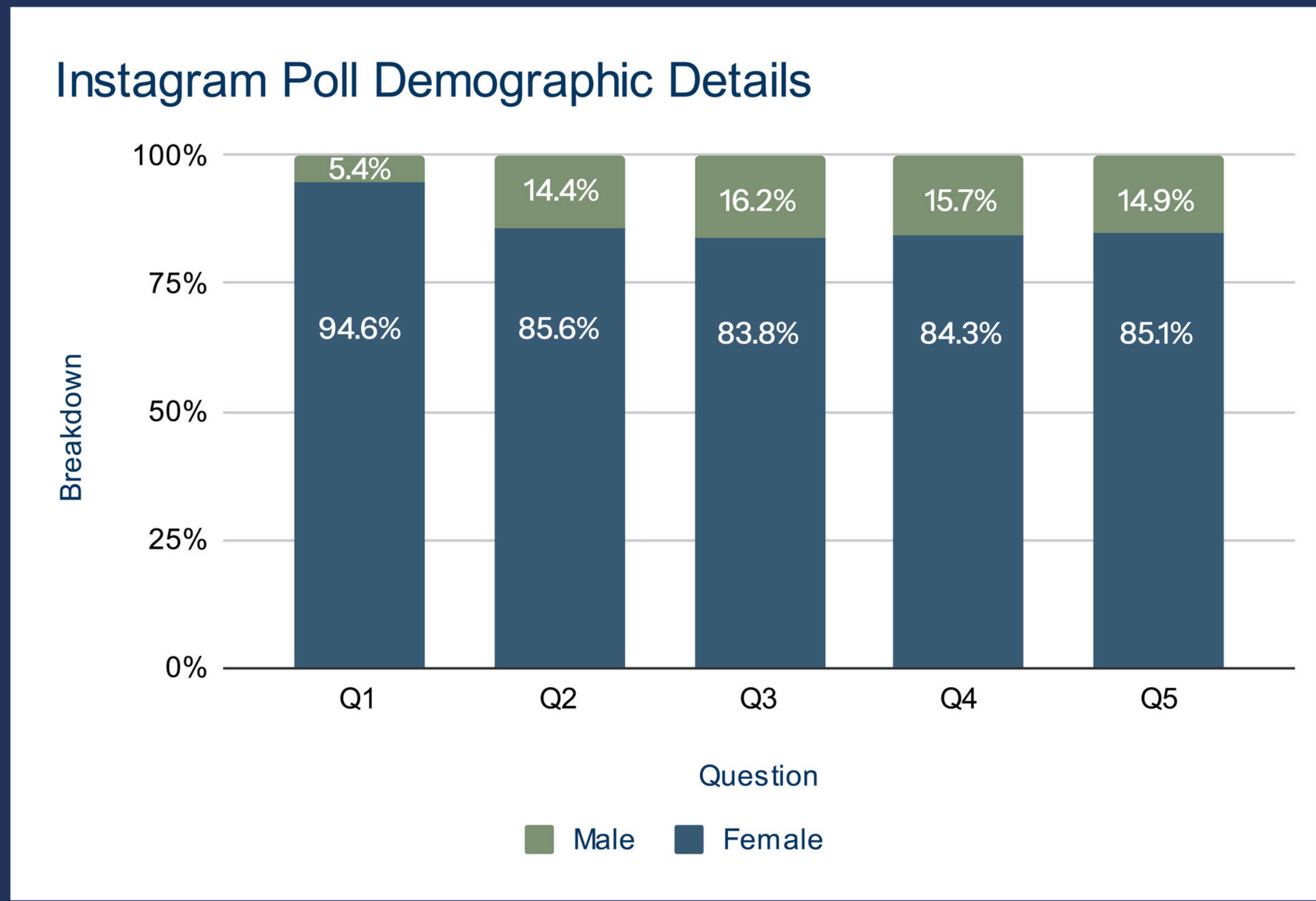
SAID DECORATING
AN UNCOOL CAR
CAN MAKE IT COOL

KEY FINDINGS

*ROUGHLY 600 21-TO 30-YEAR-OLDS POLLED



INSTAGRAM POLL RESULTS



FURTHER BREAKDOWN



CAMPAIGN BIG IDEA





So people think Chevy is a “**dad**” car, and that’s fine. **We know** that the reality is something being “**dad**” and “**old**” isn’t bad.

To **us**, it’s just **classic**.

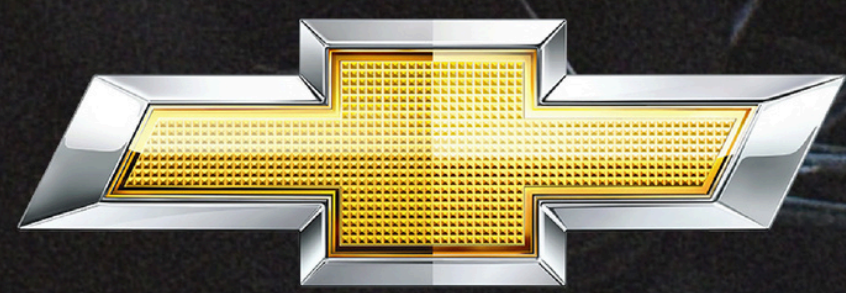
Take a look at **dad** shoes, **mom** jeans, and the **digital cameras** that this **next generation** of consumers is rocking with.

Those **classic** items are all about how **YOU** style them.

The Chevy Equinox is no different.



CHEVY EQUINOX
DRIVE AS YOU ARE



VISUAL FILTERS



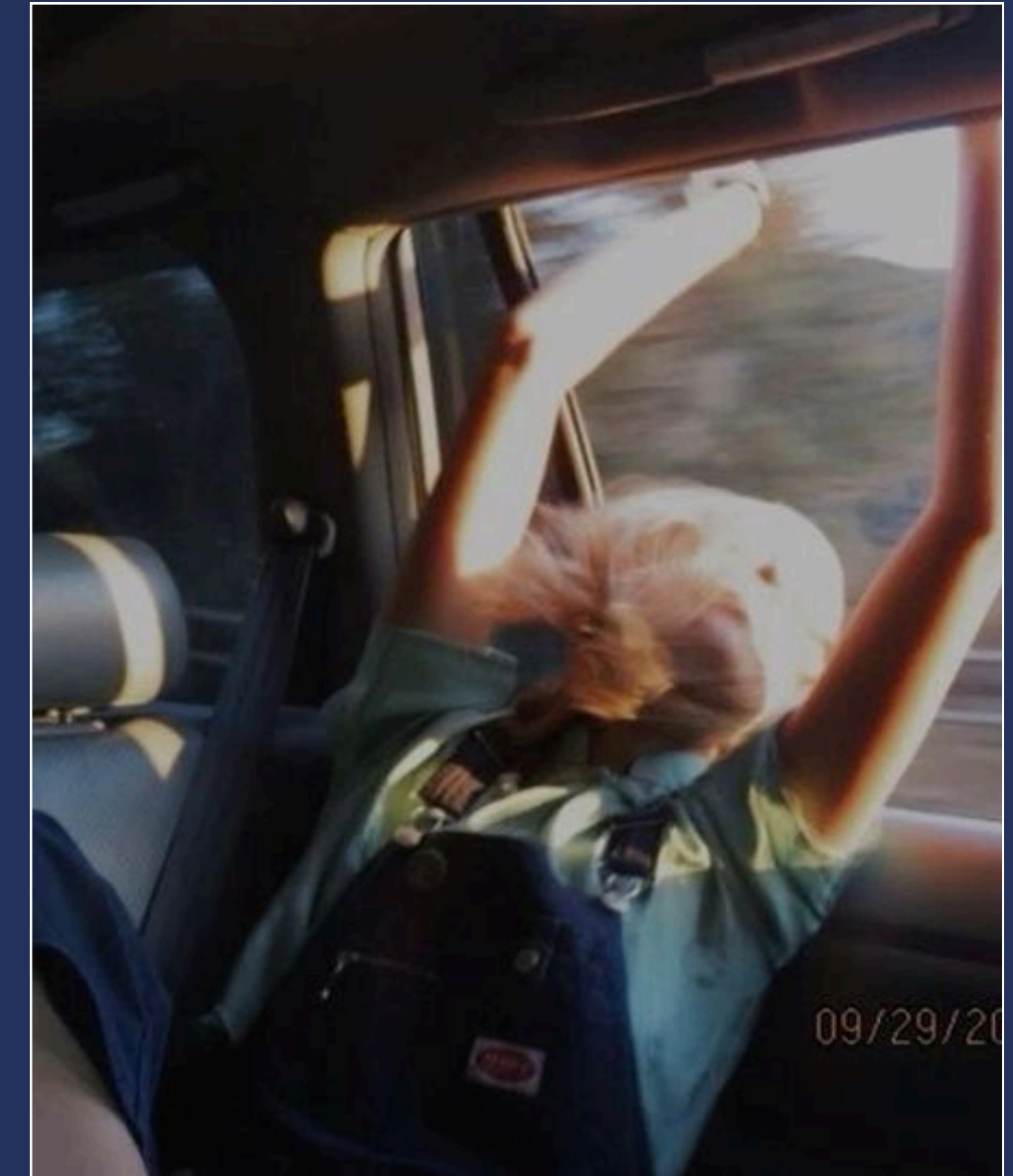
TEXTURE

Lots of noise. Bringing in that classic vintage vibe through grain and film textures.



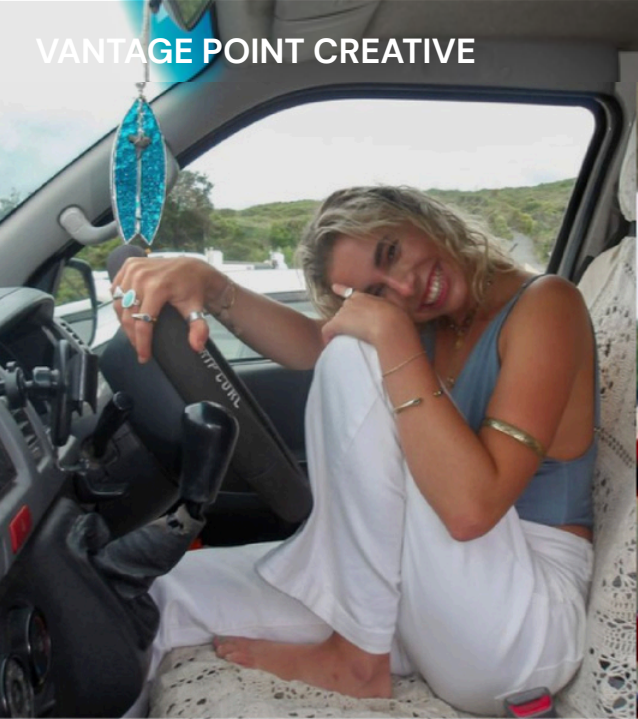
LO-FI

Capturing moments with digital cameras, flip phones, etc. User-generated content to create an authentic feel.



VINTAGE

An aesthetic that's manufactured and brought to the modern age. Just like the modern use of digital cameras.



MOOD BOARD

COLOR PALETTE



SUMMIT DRIFT
#F4FAFD



SANDSTONE LUXE
#CBB2A4



RUSTLINE
#B65E4B



HIGHBEAM BLUE
#9FCEEC



LAKEVIEW GREEN
#385E72



BLACK ICE
#141613



SHOOT APPROACH

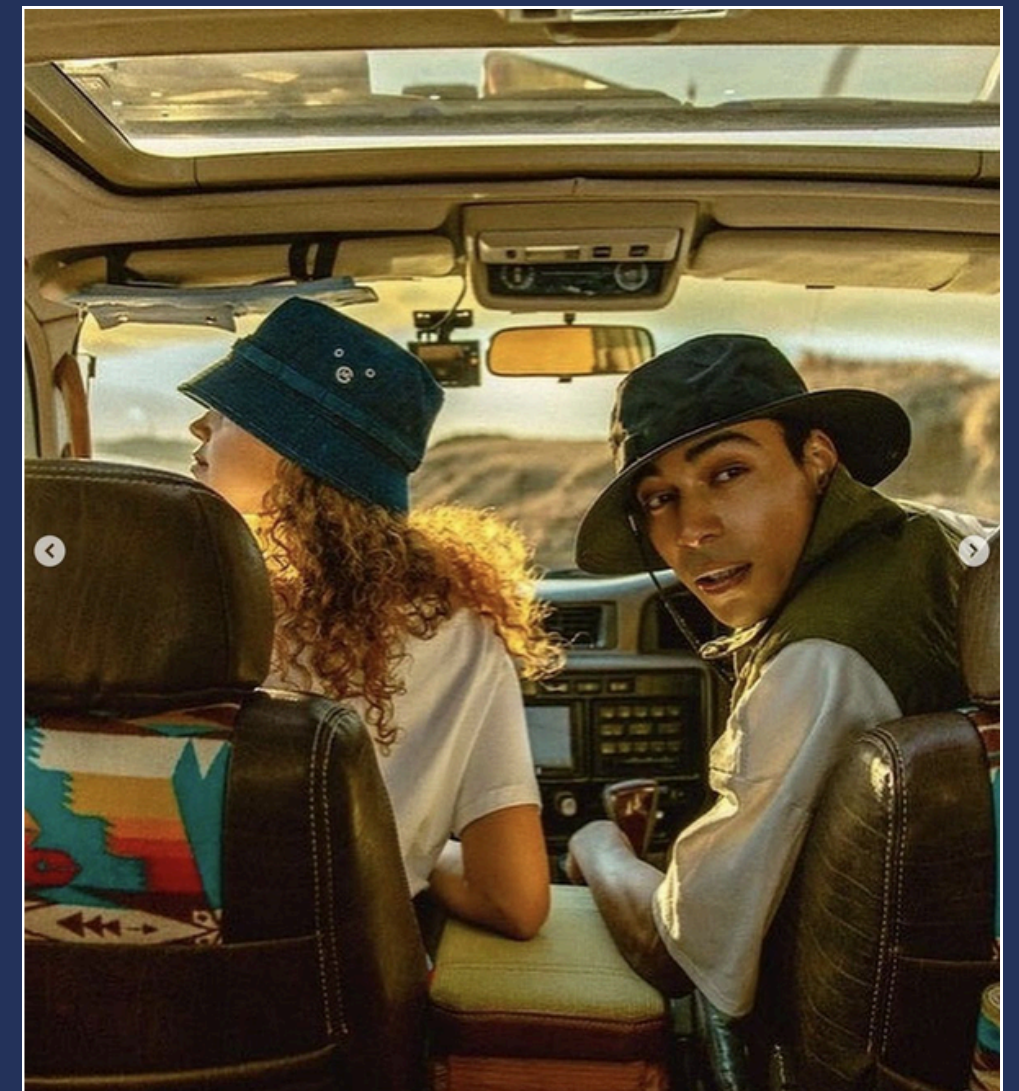
An authentic capture of the stories and lives that the consumer can experience in their Equinox. That vintage feel is key to capturing an organic, inviting feeling.



Giving creative freedom—drivers+passengers make the content on digital cameras and camcorders. Vlog style.



Offering a real look into how this consumer drives and vibes in their Chevy Equinox.



Connecting through authentic and organic feeling content that shows the versatility of the Equinox.



BIG EVENT



CHEVY YOUR WAY

POP-UP EVENT

An immersive, lifestyle-driven brand experience blending creativity, social media and automotive innovation. The pop-up can appear at college campuses (OU, OSU-OKC, UCO) or downtown OKC venues like Scissortail Park or Midtown Plaza.

Four dynamic events, hosted across diverse locations and repeated to amplify brand presence and create lasting connections.

"YOUR TOWN. YOUR STYLE. YOUR WAY."



REDISCOVER THE ROAD

OKC Mural Drive & Scavenger Hunt

Citywide mural drive + scavenger hunt

Photo challenges + camcorder-style content

Six curated stops across Oklahoma City

Dealer-hosted checkpoints and local partners

March
Across Oklahoma Landmarks



REDISCOVER THE ROAD





OPEN ROADS AHEAD

Lake Day with Chevrolet

Occuring during peak travel season

Onsite test drives, "Pack Your Chevy" TikTok challenge

Lakeside photo ops and branded coolers, towels or hats as giveaways

Lark Arcadia Park, TikTok creators and outdoor vendors

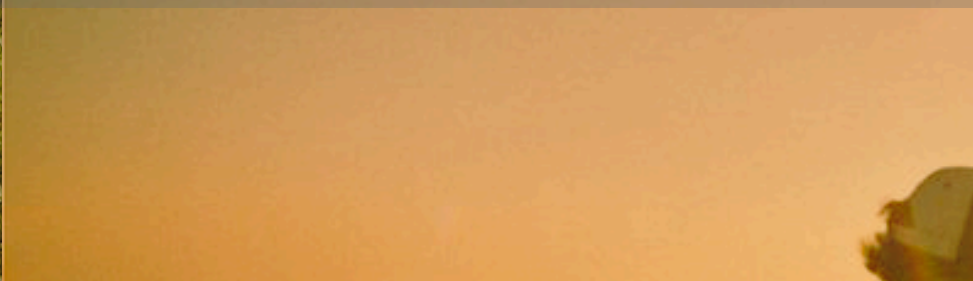
June

Lake Arcadia & Lake Thunderbird



OKC

OPEN ROADS AHEAD





MOVIE NIGHT AT THE WINCHESTER

Retro Drive-In

Weekly retro drive-in films

Strong appeal to couples and families

Rising millennial interest in drive-ins

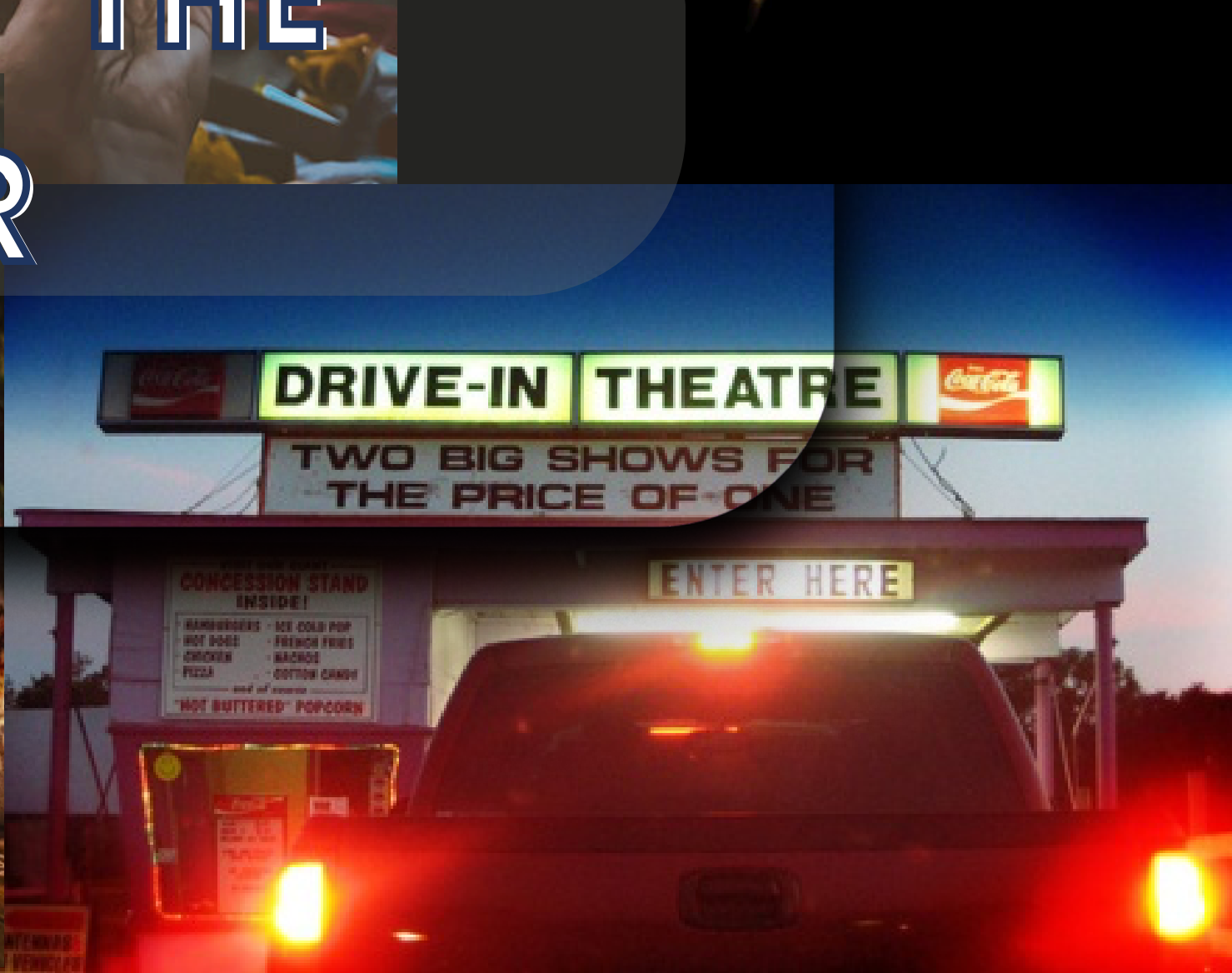
Nostalgic films with branded experiences

June

Winchester Drive-In and Local Radio



MOVIE NIGHT AT THE WINCHESTER





GAME DAY DRIVES

Tailgate Tour

A traveling tailgate pop-up at OU and OSU

Equinox "Tailgate Mode" demos, Vintage camcorder tailgate zone

Giveaways of an "Ultimate Tailgate Kit"

OU Athletics, OSU Athletics, Frito-Lay and local breweries

September
Football Season Tailgate Pop-Up



GAME DAY DRIVES





HOME FOR THE HOLIDAYS

Test-Drive Village

Cozy dealership experience

Built for young families and first-time buyers

Holiday photobooth + warm lighting

Incentivized Equinox test-drives

December
Oklahoma Chevrolet Dealerships



HOME FOR THE HOLIDAYS





DEALERSHIP MICRO-EVENTS

Smaller, Family Centered

Spring: Easter Egg Hunt

Summer: Car Seat Safety Check +
Popsicles

Fall: Trunk or Treat

Winter: Cookies & Cocoa Night

Quarterly Events
Variety of Locations



Easter Egg Hunt



*Car Seat Safety Check
+ Popsicles*



Trunk or Treat



Cookies & Cocoa Night

DEALERSHIP MICRO-EVENTS

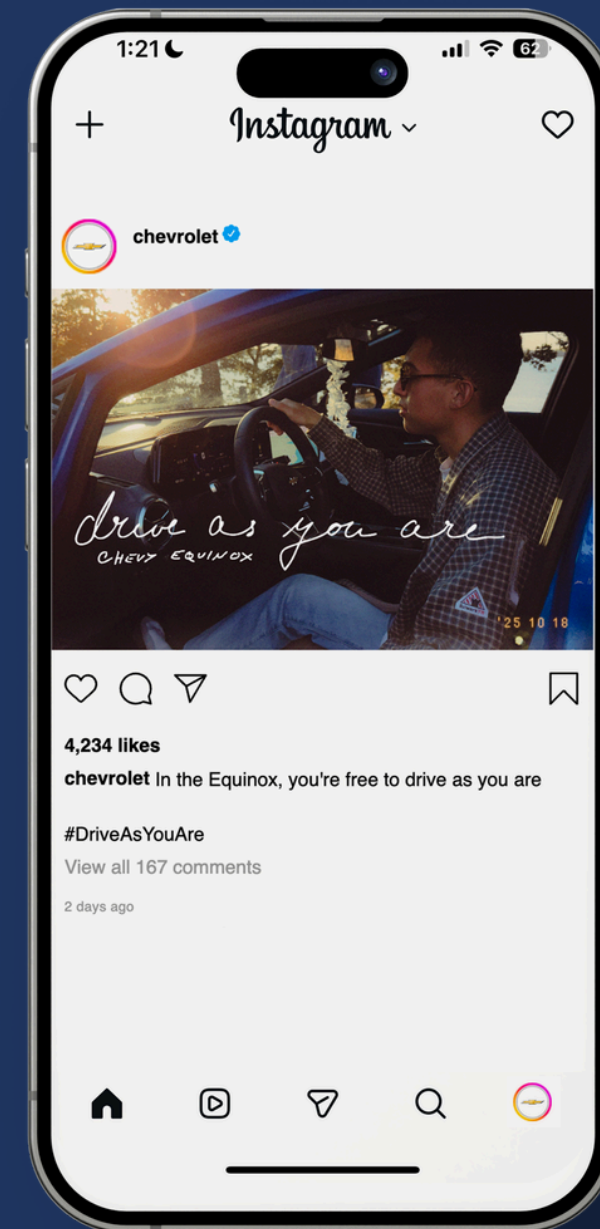


TACTICS



PAID MEDIA

CATEGORY	LOCATION/CHANNEL	CONTENT
DIGITAL	INSTAGRAM & TIKTOK	UGC, REELS, CAROUSEL POSTS
OUTDOOR	BILLBOARDS (ALONG MAIN HIGHWAYS IN OKC)	VISUALS WITH CAMPAIGN TAGLINES
BROADCAST	STREAMING PLATFORMS (HULU, YOUTUBE TV, ETC) AND LOCAL TV	30-SECOND SPOTS FEATURING SEASONAL VISUALS AND THEMES



Posts on Instagram and TikTok will use authentic, visual storytelling to bring Chevy's nostalgic-meets-modern identity to life for 21- to 30-year-olds. They will extend campaign reach, spark user-generated content and build emotional connections that grow awareness and brand affinity.

HASHTAG OF THE CAMPAIGN



#DRIVEASYOUALLE

Participation

Community

Momentum

INFLUENCER COLLABORATION



Emily Phillips

- Oklahoma-based creator whose content highlights local food, travel and lifestyle in a relatable, community-focused way.
- Shares genuine experiences, road trips and hidden gems that align with Chevy's storytelling and regional pride.
- Over 100,000 followers on TikTok plus solid Instagram presence, giving strong reach with engaged local and young adult audiences.





MEDIA RELATIONS

Oklahoma Media Content List



Julie Parten
Editor in Chief,
405 Magazine



Ryan Blair-Smith
Lifestyle Host
Living Oklahoma –
KOKH-TV



Mary Willa Allen
Managing Editor,
Oklahoma Magazine




Moran Elwell
Features Editor,
The Oklahoman



Melissa Garcia
Owner / Travel Writer,
Blogger –
RoamingMyPlanet.com



MEDIA RELATIONS



News Release

FOR IMMEDIATE RELEASE
March 1, 2026

FOR MORE INFORMATION:
Vantage Point Creative
vantagepointcreative.pr@gmail.com

Rediscover the Road with Chevy's OKC Mural Drive & Scavenger Hunt

OKLAHOMA CITY - This spring, Chevrolet invites young drivers to explore Oklahoma City like never before with the "Rediscover the Road - OKC Mural Drive & Scavenger Hunt," a citywide experience combining art, adventure and road-trip fun.

Participants will follow a curated Chevy Mural Route, connecting popular OKC murals, photo stops and local businesses. Each participant receives a branded disposable camera or can use a digital camcorder filter to capture their journey. The scavenger hunt includes six stops featuring:

- Hidden Chevy icons to discover
- Road-trip-themed photo challenges
- Dealer-hosted checkpoints with refreshments and goodies

This event is all about getting out, exploring and capturing fun moments around the city. Participants become part of the adventure, discovering hidden gems, snapping photos and sharing their journey, making it a truly immersive and shareable experience for anyone looking to see OKC in a new way.

"Rediscover the Road is more than a campaign; it's an invitation to see your city through a new lens while celebrating creativity and adventure," said Lauren Sherrer, Account Executive at Vantage Point Creative.

The event runs from March to May 2025 and is presented in partnership with Plaza Walls, Automobile Alley and the Oklahoma City Arts Council. Organizers are coordinating with property owners and city officials to ensure that signage and installations near the murals are safe and comply with all necessary permits.

About Chevrolet

Founded in 1911, Chevrolet is one of the world's most iconic automotive brands, known for innovation, dependability and a commitment to enhancing everyday experiences. From trucks to SUVs, Chevrolet vehicles are designed to empower drivers to live life to the fullest.

###

New Message

To: **Mary Willa Allen/Oklahoma Magazine**

Subject: **Snap, Share, Explore: Rediscover the Road - OKC Mural Drive & Scavenger Hunt**

Hi Mary Willa,

I wanted to share a visually engaging spring story idea perfect for *Oklahoma Magazine*: Chevrolet's Rediscover the Road - OKC Mural Drive & Scavenger Hunt. This citywide activation encourages participants to explore Oklahoma City's most Instagram-worthy murals, local businesses and road-trip-themed stops, ideal for readers who love discovery, photography and shareable experiences.

Participants receive branded disposable cameras or digital camcorder filters to capture their journey along a curated 6-stop mural route. Stops feature:

- Hidden Chevy icons for scavenger-hunt fun
- Road-trip-themed photo challenges
- Dealer-hosted checkpoints with refreshments and goodies


This activation is built for young explorers who love capturing and sharing their adventures. With plenty of photo-worthy moments along the route, participants can dive into the scavenger hunt, snap fun shots and create shareable content on social media, putting them right at the center of the story.

The event will take place from March to May 2025, in partnership with Plaza Walls, Automobile Alley and the Oklahoma City Arts Council. We'd love to offer *Oklahoma Magazine* exclusive access for lifestyle photography, social content opportunities and interviews with organizers.


Please let me know if you'd like high-resolution images, a guided tour of key stops, or early access to capture content for your story.

Best regards,

Charlotte Foster
Vantage Point Creative, Message Strategist
vantagepointcreative.pr@gmail.com



Send



MEDIA ADVISORY
Dec. 1, 2026

FOR MORE INFORMATION, CONTACT:
Vantage Point Creative
vantagepointcreative.pr@gmail.com

Home for the Holidays Test-Drive Village Comes to Oklahoma City

As part of Chevrolet's "Drive As You Are" campaign, Oklahoma City Chevrolet dealers are bringing a winter pop-up experience to families in the Oklahoma City metro.

WHAT: Chevrolet's Home for the Holidays Test-Drive Village, a winter pop-up event featuring hot chocolate stations, vintage-style holiday photo booths, festive music, local concessions and exclusive test-drive incentives including gas gift cards, printed holiday photos and Holiday Road Trip Kits.

WHEN: Dates and times to be announced.

WHERE: Participating Oklahoma City Chevrolet dealerships (locations to be announced).

WHO: Oklahoma families, students, holiday travelers and members of the OKC Chevy Team Dealers LMA community.

WHY: The event showcases the 2025 Chevy Equinox as a safe, reliable and comforting choice for winter travel while inviting the community to enjoy a nostalgic holiday experience.

MEDIA OPPORTUNITIES: Complimentary holiday refreshments, vintage photo booth moments, seasonal giveaways and test drives with exclusive perks.

About Chevrolet

Founded in 1911, Chevrolet is one of the world's most iconic automotive brands, known for innovation, dependability and a commitment to enhancing everyday experiences.

###

NEWS RELEASES

MEDIA PITCHES

MEDIA ADVISORIES

STAKEHOLDER ENGAGEMENT



**INDUSTRY
COLLABORATION**



**UNIVERSITY
PARTNERSHIPS**



**EVENT
SPONSORSHIPS**

CRISIS MANAGEMENT



Brandwatch

- Social listening and monitoring
- Media responses
- Mitigating potential reputational damage





SCHEDULE & BUDGET

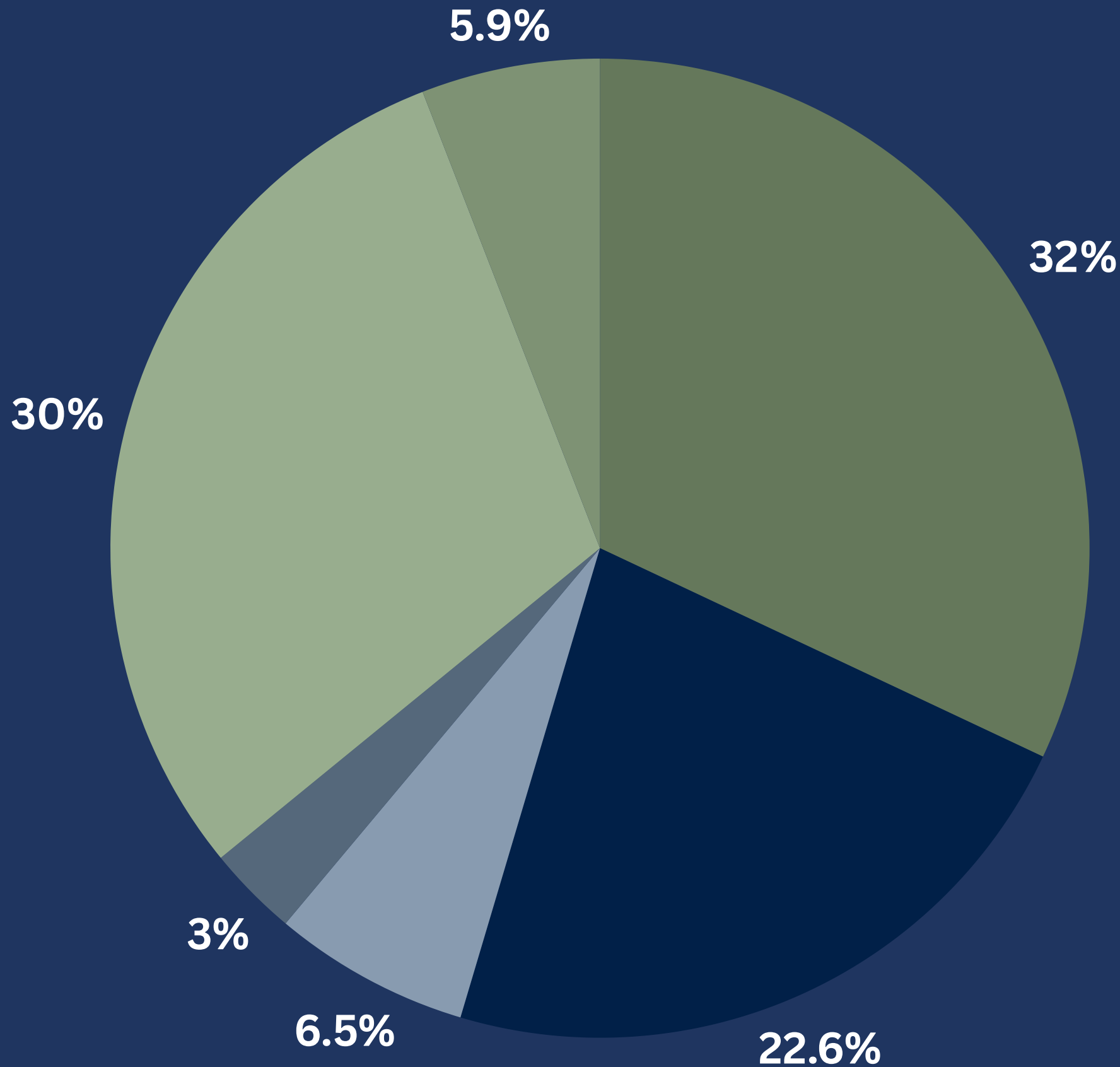


SCHEDULE

	SPRING Mar – May	SUMMER Jun – Aug	FALL Sep – Nov	WINTER Dec
PAID	Hunt Launch Ads	Lifestyle/Event Promotions	Gameday ad Push	Event ads & Influencers
OWNED	Branded activations Pitch	Event content & safety Push	Tailgate experiences	Chevy-run events & content
EARNED	UGC & Community Buzz	Family Sharing	Fan & Media Coverage	Holiday Shares & Media
EVENTS	<ul style="list-style-type: none"> • Mural hunt • Easter • Pop-Ups 	<ul style="list-style-type: none"> • Lake Days • Drive-In Nights 	<ul style="list-style-type: none"> • Tailgate Tour • Trunk-or-Treat 	<ul style="list-style-type: none"> • Test Drive Village • Holiday Drive-In



BUDGET *Breakdown*



Professional Fees (32%)
\$320,000

Paid Media (22.6%)
\$226,000

Earned Media (6.5%)
\$65,000

Owned Media (3%)
\$30,000

Event Tactics (30%)
\$300,000

Contingency Costs (5.9%)
\$59,000



BUDGET

Event Breakdown

MONTH/QUARTER	KEY EVENT/ CAMPAIGN	BUDGET (APPROX.)
Mar – May 2026 (Spring)	“Rediscover the Road” Mural Scavenger Hunt	\$36,000
Jun – Aug 2026 (Summer)	“Open Roads Ahead” & “Winchester Drive-In” Lake Day and Drive-In Movie	\$85,000
Sep – Nov 2026 (Fall)	“Game Day Drives” Tailgate Tour	\$48,000
December 2026 (Winter)	“Home for the Holidays” Test-Drive Village	\$35,000
Quarterly/Ongoing	Micro-Events and Social Media Posts	\$38,500



HOW WE MEASURE SUCCESS



Awareness

+25% awareness among 21- to 30-year-olds



Perception

+20% positive brand sentiment



Action

2,000+ test-drive sign-ups



Engagement

3,000+ UGC campaign posts #DriveAsYouAre



Community

10+ local partnerships activated

Measured through surveys, social listening, QR tracking and dealership reporting.

MEASUREMENT ACROSS CHANNELS



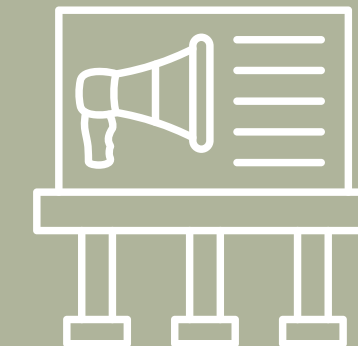
Digital + Social

- > 6% engagement rate
- +25% follower growth
- > 70% video completion
- > 80% positive sentiment



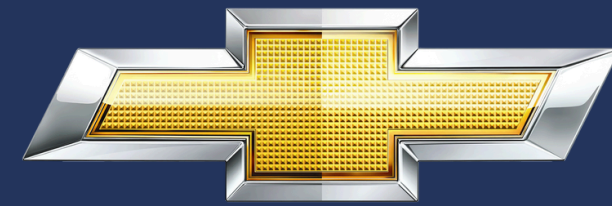
Media Relations

- Message recall
- Press mentions & impressions
- Media-driven event attendance
- Coverage quality & tone



Paid Media

- CTR & ad engagement
- Billboard impressions & recall
- Streaming completion rates
- Brand favorability increase



ADAPTABLE

**BRIDGING A
GENERATIONAL GAP**

**BACKED BY
RESEARCH & REAL
CONSUMER INSIGHTS**



THANK YOU

Charlotte Foster

Narciso Mendive

Becca Maffei

Averi Axtan

Lauren Sherrin

Elizabeth Keffer

