AUTOSHOW PHILADELPHIA

By Andre Porter



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1. Background

- The show debuted in 1902.
- The show is currently owned by the Automobile Dealers Association of Greater Philadelphia.
- The Auto Show has grown dramatically over the past seven years, welcoming more than 250,000 visitors each year.
- The Philadelphia Auto Show's Black Tie Tailgate Preview Gala is held on the Friday night prior to the start of the auto show.
- ➔ Ticket proceeds from the Black Tie Gala benefit The <u>Children's Hospital of Philadelphia</u> (CHoP)



Campaign Goals

- Engagement on all of the social media channels and to encourage turnout for the show over the week as well.
- To increase followers on all the platforms (Facebook, Twitter, Instagram)
- Drive traffic to the website and the social media platforms
- Boost brand engagement
- Increase mentions in the press
- Be relevant in the media
- Increase brand awareness
 - Reach of your social media post
 - Mentions, shares, RTs.etc.





BIG IDEAS FOR THE SHOW



Overall themes

- Transformers promotional idea for the upcoming live action prequel Bumblebee: The Movie due in December 2018
- Social Media Idea's
 - Facebook Live/Instagram Stories sessions
 - Q&A Chats for Twitter
 - #PhillyAutoMorethanMeetsTheEye photo stories
 - To encourage visitors/users to take a photo of their respective vehicles
- Philly Black Tie Event:
 - James Bond theme
 - #shakingnotsitred video danced off for Facebook Live/ Instagram Stories





Custom themes that support the big idea

#phillyautomorethanmeetstheeye

Goal: To display various diversity among users and their different vehicles

Audience: Mass car-owning audiences, ranging from stay-at-home moms to lifelong gearheads

Campaign Components:

Design

Microsite

Data capture and photo submission (i.e name,

email, model, year, etc)

Social posts and engagement Warm and familial messaging, direct quotes, Prizing: Gas cards



#Transforming 360 Facebook Live

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Goal: To display the ins and outs of a vehicle and the entire convention center

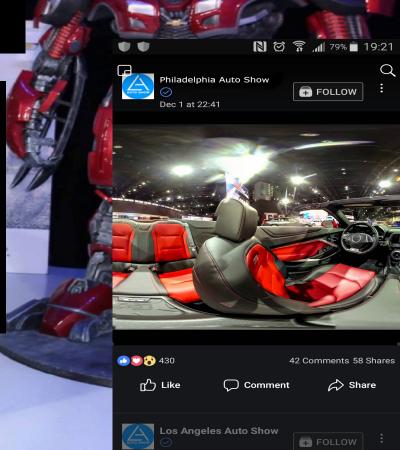
Audience: Mass car-owning audiences, ranging from stay-at-home moms to lifelong gearheads

Campaign Components:

Video

Social Media(Facebook and Instagram)





Twitter Chat

Goal: To discuss the live event and other car matters

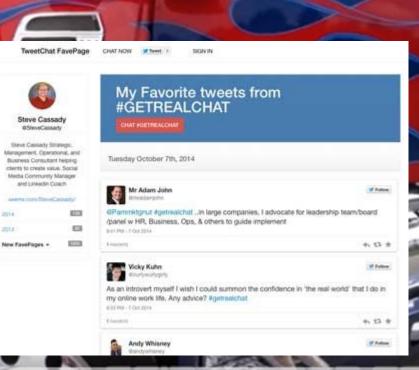
Audience: Mass car-owning audiences, ranging from stay-at-home moms to lifelong gearheads

Campaign Components:

Video

Social Media(Facebook live and Twitter)





2013





Social Media Goals!

(With a little help from marketing)



- Provide reasons for people to become Facebook, Twitter and Instagram fans
- Engage with the community
- Offer special deals
- Share news and buzz
- Find and follow relevant people
- Tweet and retweet regularly
- Participate in conversations





Timeline

2017

2018

Month 1

- 1. Channel Recommendations
 - a. Facebook
 - b. Twitter
 - c. Instagram
- 2. Content Strategy
 - a. Facebook Live/Instagram Stories sessions
 - b. Q&A Polls for Twitter
 - c. #PhillyAutoMorethanMeetsTheEye photo stories
 - d. To encourage visitors/users to take a photo of their respective vehicles
- 3. Content Series
- 4. Advertisement Strategy

Month 3

Review

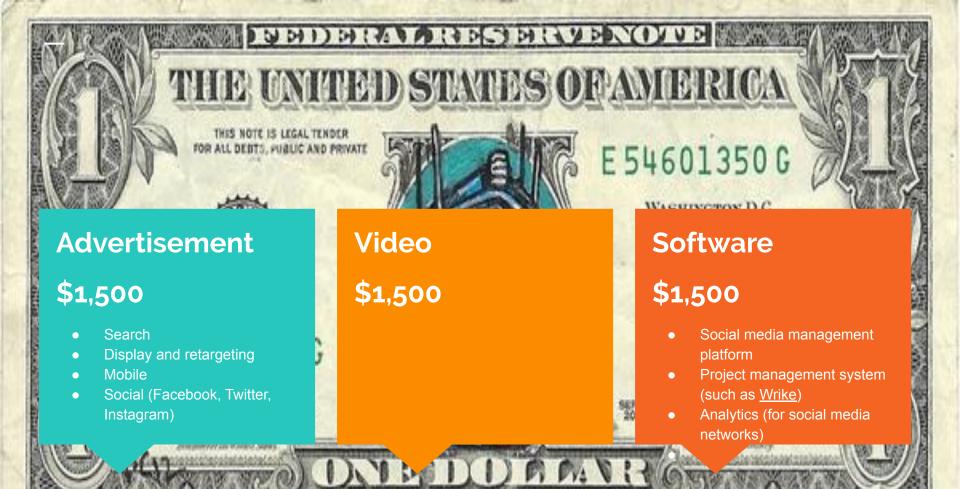
Month 2

- Assets Received and Approved:
- 2. TPresentation, scheduled in 4 weeks.
- 3. At that presentation needs to show two or three full

Month 4

- Strategy Revisions:
 Should be closely
 - linked to the design schedule for the project.
- 3. The overall success of revision effort will depend on how closely this schedule up to the point where revision can occur







Inspirational

- Los Angeles Auto Show
- Tokyo Auto Show
- Miami International Auto Show





Thank you for participating in the presentation