

# It's OK it's a Chevrolet

Mood and styling links for  
60s mini epic to establish brand as a  
passionate, legendary highly trusted product  
which has adapted continuously over 100 years  
to provide a highly prized motoring experience  
for the whole family and a wide age group

# Key thoughts

- Establish a reason for the visual identity
- Identify an easy way for consumers to say the Chevrolet name in full
- Establish the heritage and the return to Europe – the journey continues...
- Make a link and provide provenance of technology innovation, motor racing and high tech
- Establish by additional on screen brand (perhaps top right) that 2011 is the 100<sup>th</sup> year and it will be a special year of celebration
- Establish the female connection, delivery a family link
- Create a story that will create a conversation and link to social networking participation.

# Key thoughts

- Give Jon Landau a rich narrative to create a real epic masterpiece
- Use some of the great Chevrolet sound tracks of the past
- Build a really strong proposition around OK. It's more than Ok it's a short cut for 'you're in the know' Chevrolet is so much more than just an American big brand...
- The way the proposition line is communicated in the ad is crucial. OK must come across as being.. 'don't worry I know exactly what I am doing I am cool I'm OK because I'm in a Chevrolet'. This is a done deal.

**It's OK it's a ...**



**CHEVROLET**

*It's been 100 years since our journey began and it's still always OK when it's a Chevrolet.*

# It's OK to love a...



# CHEVROLET®

*It's been 100 years since our journey began and it's still always OK when it's a Chevrolet.*

## Treatments

# OK



# CHEVROLET®

## One knows



**It's OK it's my Chevrolet**  
Played by Amanda Seyfield?





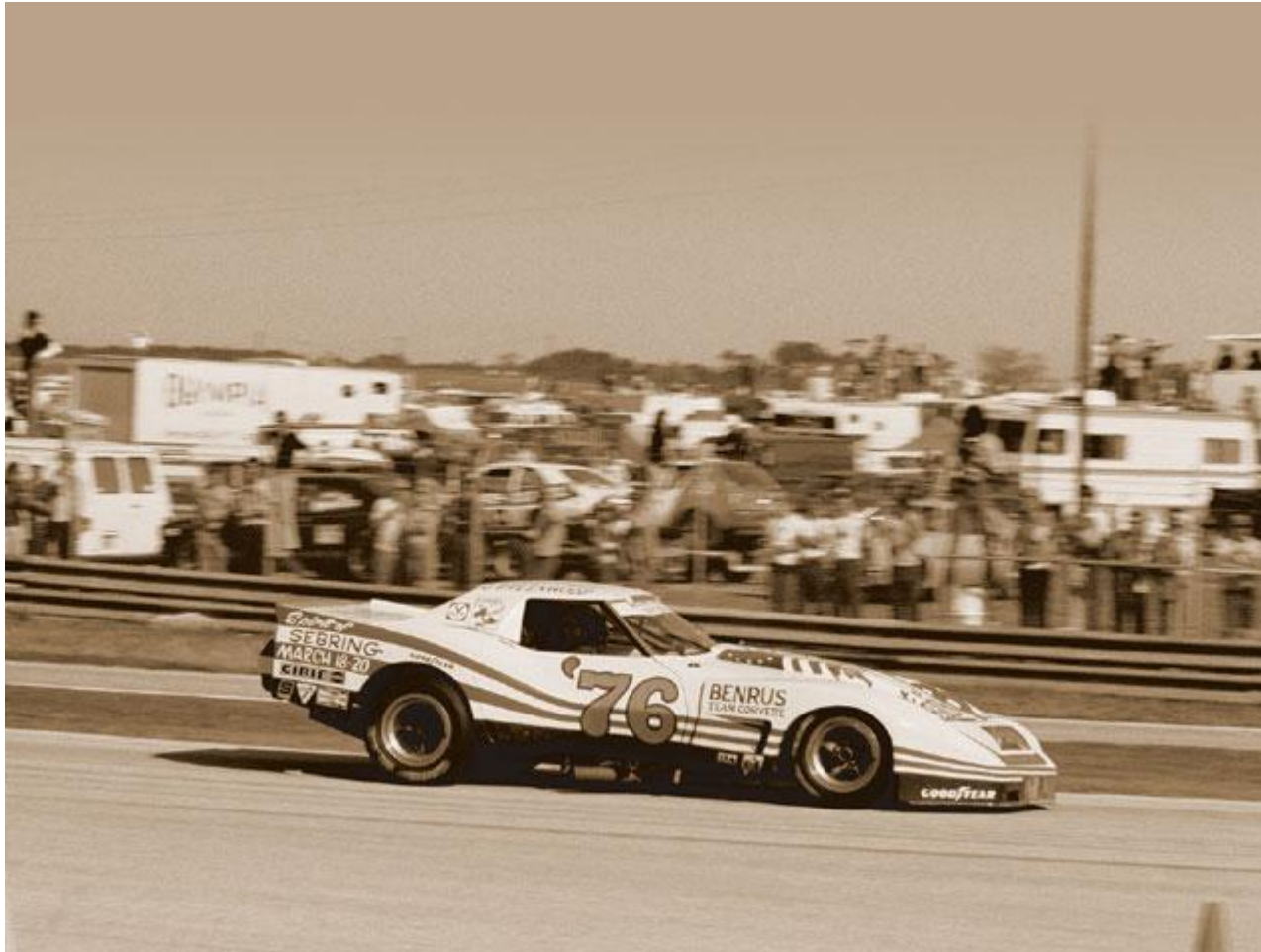
## Daytona beach racing

















Grand river boulevard factory Detroit ( today)



GM factory 1930s

**1919 Indianapolis 500****31 May Indianapolis - 804.675 km (4.023 km x 200 Laps)****500 Miles (2.5 Miles x 200 Laps)**

Pole Position: Rene Thomas, Ballot, 1:25.96, 104.70

mph = 168.59 km/h Fastest Lap: N/A Results: Pos Car#

Driver Car Time Speed Money 1 3 Howdy Wilcox Peugeot

5:40:42.87 88.050 \$20,000 (141.703 km/h) 2 14 Eddie

Hearne Durant 5:44:29.05 87.087 \$10,000 3 6 Jules

Goux Peugeot-Premier 5:49:06.18 85.935 \$5,000 4 32

Albert Guyot Ballot 5:55:16.27 84.443 \$3,500 5 26 Tom

Alley Miller 6:05:03.92 82.177 \$3,000 6 4 Ralph

DePalma Packard 6:10:10.64 81.042 \$2,200 7 7 Louis

Chevrolet Frontenac 6:10:10.92 81.041 \$1,800



Swiss watch factory museum



# CHEVROLET

# Actors reference



Clunes



Louis



William C. Durant



S.S. Majestic.