



Brooke Williams, Sam Dyson, Libby Landry, Gia Pecoraro & Laine Davis



CONTENTS

Executive Summary	3
Marketing Problem	4
Industry Analysis	5
Brand Analysis	6-7
Advertising Usage	8-9
Corporate Info	10
Competitors Analysis	11-12
Nissan Swot Analysis	13
Competitors Swot Analysis	14
Marketing Objective	15
Target Profile	16-18
Media Objective	19
Overall Target Coverage	20
Media Objective	21
Media Budget	22-24
Regionality, Seasonality, Scheduling	25-26
Media Strategy & Tactics	27
Media Flowchart	28
Concept Testing	29-32
Creative Strategy	33-36
Promotion/IMC Efforts	37
Copy Testing/Evaluation	38-39
Appendices	



EXECUTIVE SUMMARY

Marketing Problem

Nissan currently ranks third in multicultural (MC) market share, behind Toyota and Honda, respectively.

Industry Analysis

An average of 11.5 million vehicles are sold each year.

Brand Analysis

Nissan ranks third in MC market share and fifth overall.

Corporate Info

Nissan sponsors the Heisman Trophy, funds the Nissan Green Program, and diversity programs such as NNA.

Competitors (Primary)

Nissan's primary competitors are Toyota and Honda.

Competitors (Secondary)

Nissan's secondary competitors are Ford, Chevrolet, and Hyundai.

Marketing Objective

Increase market share among multiculturals from 13 to 17 percent in fiscal year 2013.

Target Profile

This campaign targets consumers of Hispanic, African American, and Chinese descent, ages 18-29. Our secondary target includes all others within that ethnic demographic over the age of 30.

Media Objective

Through media usage, we hope to increase awareness of the brand and its new image by 40 percent in fiscal year 2013.

Overall Target Coverage

Compass aims to have an average frequency of 5 advertisements with an average reach of 50 percent.

Media Budget

We will allocate \$85 million for media usage.

Regionality, Seasonality, and Scheduling

We will use a pulsing schedule with high reach and frequency in November-January and May-July. Our campaign will target consumers in the West and the South.

Media Mix

The following media mix is proposed: 58 percent allocated for television, 20 percent for magazine, 15 percent for digital and five for both newspaper and outdoor advertising.

Creative Strategy

These three sample advertisements aim to reach the target audience effectively and convince them to take a drive with Nissan.

Promotion/IMC Efforts

Compass proposes extensive promotion of the Heisman sponsorship, continuing to update social media outlets such as Twitter and Facebook, and sponsoring cultural festivals such as Essence Fest and Chinese Heritage Festival.



MARKETING PROBLEM

Nissan currently ranks third in multicultural market share with 13 percent, which is behind Toyota and Honda, respectively.

Nissan's current campaign does not effectively reach the target audience. Their consumer is unresponsive to the current advertising and marketing campaigns.

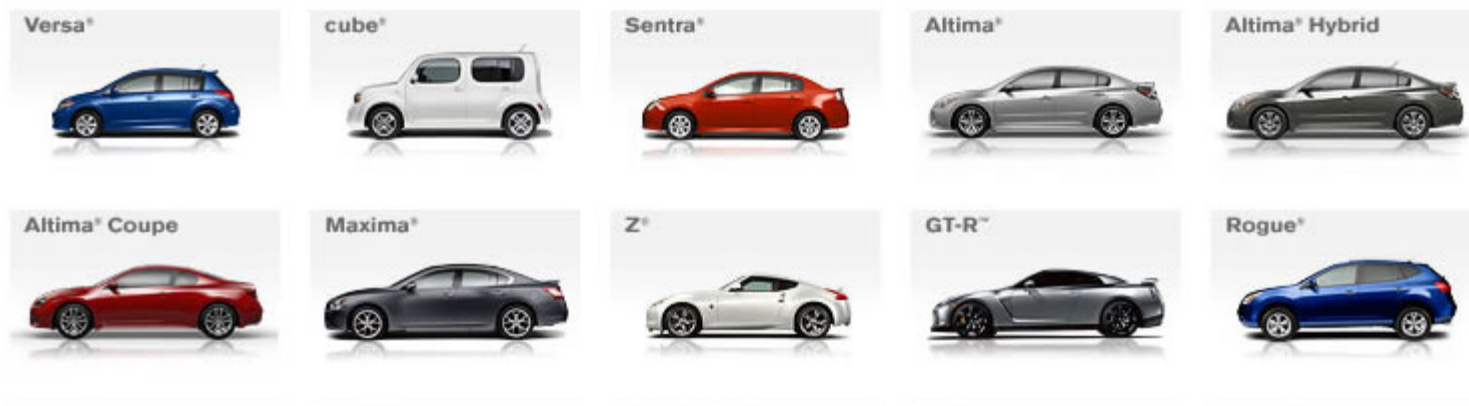




INDUSTRY ANALYSIS

Since 2008, an average of 11.5 million cars are sold a year, which is lower than the average of 16.8 million cars from 2000-2007. There are around 250 million vehicles in use in the United States and more than 806 million vehicles in use around the world. This consumes over 260 billion gallons of gas each year.

In 2010, global production of automobiles was 26 percent, up 38 percent from 2009. The United States ranks seventh in motor vehicle production with over seven million vehicles produced each year. China and Japan rank first and second, respectively. The automotive industry in the United States is a 300 billion dollar industry.





BRAND ANALYSIS

By the numbers:

3 - place, multicultural (mc) market share

13 - percent, mc market share

5 - place, overall market share

9.6 - percent, overall market share

22 - models of Nissan vehicles

100 - dollar amount in billions of revenue

200,000 - Nissan employees





BRAND ANALYSIS

History:

Nissan first came to the United States to sell vehicles in 1958 and began importing and making Datsun vehicles in the United States under the Nissan Motor Corporation, U.S.A. (NMC), name in 1960. In 1990, Nissan North America Inc. (NNA), was created to coordinate all of Nissan's various activities in North America to enhance the design, development, manufacturing and marketing of Nissan vehicles. In 1998, the two organizations merged operations under the name Nissan North America, Inc. NNA's mission is to provide all Nissan and Infiniti employees and dealers with the tools they need for constant improvement and consumer satisfaction. Nissan says that a "SHIFT_" has been made. In the past decade, it has doubled the number of models offered as well as doubling its sales.

Distribution:

Nissan products are distributed and sold all over the United States as well as internationally. It markets eleven vehicle lines through 1,100 dealers in the continental U.S. through fleet sales , which are high volume sales designated to come from large companies and agencies and are sold at a discounted price.

Nissan has three production plants in the United States: Smyrna and Decherd, Tennessee, and Canton, Mississippi. Production at Nissan's Smyrna Plant began in June 1983. The vehicle assembly plant has an annual production capacity of 550,000 vehicles and represents a capital investment of \$2.5 billion.

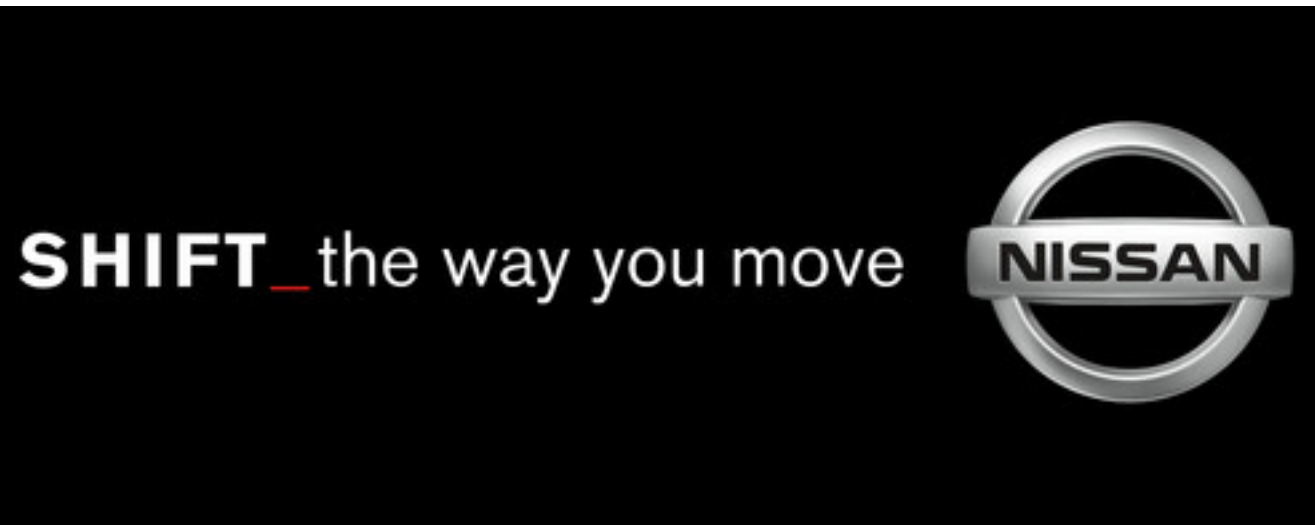
Cost:

Nissan Versa Sedan: \$10,990

Nissan GT-R: \$89,950



ADVERTISING



"Making cars that are more efficient, more beautiful, more inspiring, and more human than ever before. It means, simply, **making cars that change the world and the way we move through it.**"



ADVERTISING USAGE

Current Media Mix

Figure 1

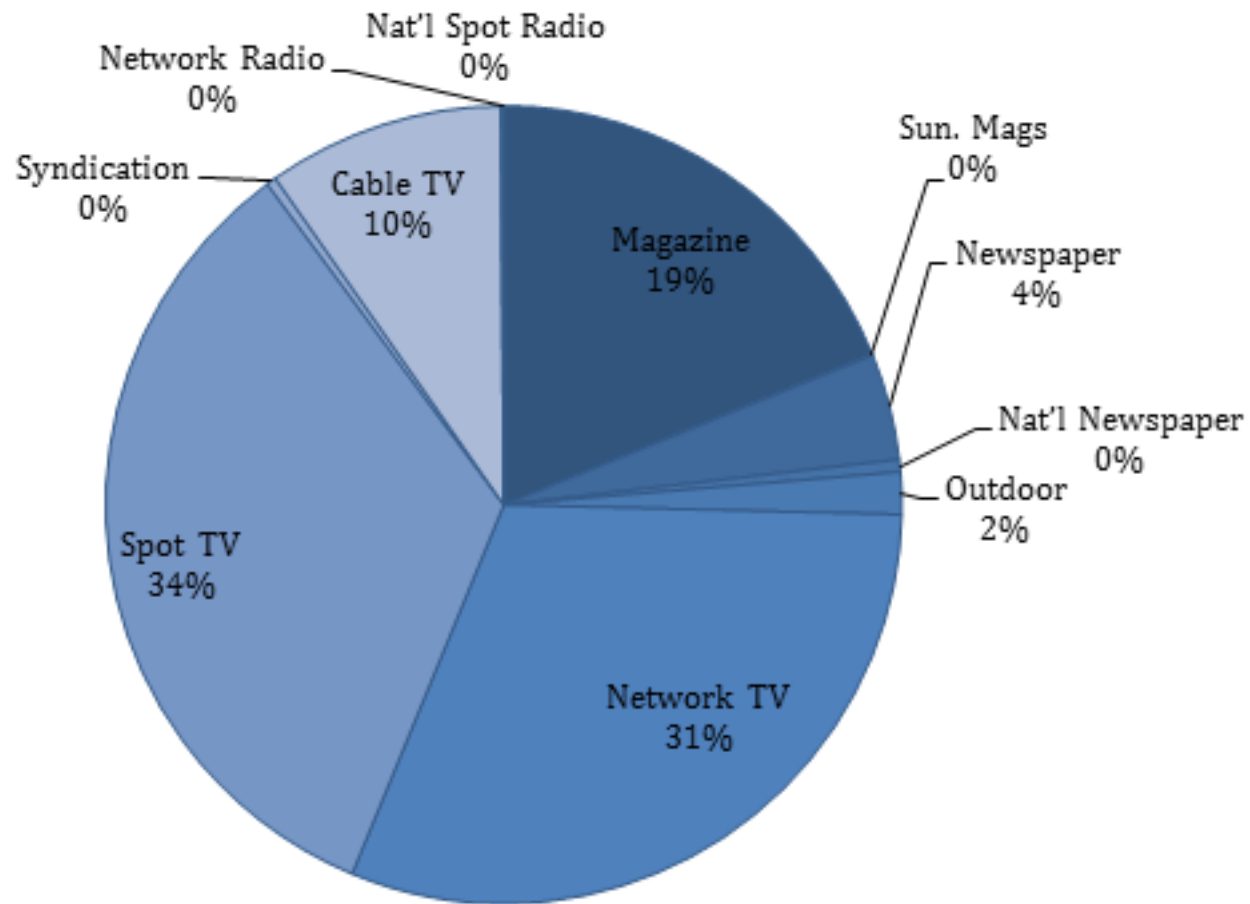


Figure 1 displays Nissan's current Media Mix. We plan to change this mix to better execute our media and marketing objective.

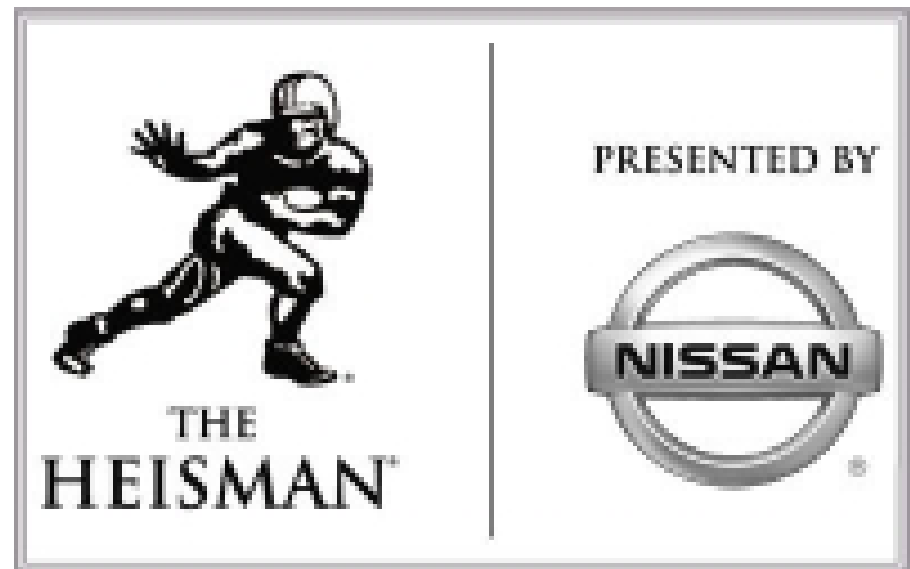


C O R P O R A T E I N F O

Nissan has programs such as the Nissan Foundation which supports educational programs that celebrate and foster appreciation and understanding of our diverse cultural heritage. They are committed to diversity and have programs such as NNA Mentoring Program to support this cause. Nissan also runs the Nissan Green Program which seeks a symbiosis of people, vehicles and nature.

Nissan sponsors the Heisman and NCAA Football. The Heisman includes anything involving the Heisman watch, updates and any other information broadcast about the Heisman. Nissan has many tie-ins with NCAA Football programming.

They also sponsor a fitness program named "Innovation for Endurance," which supports healthy living and fitness particularly cycling and running. These activities are relevant to the overall Nissan brand target. This sponsorship is a partnership with Rodale Publications that involves surrounding the Nissan brand with Rodale content.





COMPETITORS (PRIMARY)

Toyota leads the multicultural industry with 22 percent of the market share and leads the overall auto industry with 16 percent. Toyota USA began in 1957 and has accomplishments such as making the world's first mass-produced gas/electric hybrid car. Toyota has long used its slogan "Toyota. Moving Forward."



HONDA

According to the case book, Honda ranks second in multicultural market share with 16.6 percent. Honda has the fourth largest overall market share at 14 percent. They began in the US in 1959. Honda uses its slogan "The Power of Dreams" in its advertising campaigns. Honda sponsorships include the New Orleans Jazz and Heritage Festival, Anaheim Ducks, Collegiate Women Sports Programs and the Los Angeles Philharmonic.



COMPETITORS (SECONDARY)



HYUNDAI

Ford Motor Company is an American automaker currently ranking second in market share with 14.2 percent. Ford is the largest family-controlled company and has been in operation for more than 100 years. They have 3 cars with over 40 mpg. Some sponsorships include Box Tops for Education, Little Caesar's Pizza Bowl, NASCAR and the Susan G. Komen Race for the Cure. Advertising slogan "Built Ford Tough."

Chevy is produced by General Motors (GM), founded in Detroit in 1911. Currently celebrating their 100th year with successful ad slogans such as, "Like a Rock," and "An American Revolution." Their current campaign is "Chevy Runs Deep." They were the first to use the anti-lock braking system. Chevrolet sponsors many companies and events such as The X Factor, the movie Transformers, the CMA's and "Sing the USA."

Hyundai began selling its vehicles in the United States in 1986. After many negative reviews claiming bad quality, Hyundai invested heavily in the quality, design, manufacturing, and long-term research of its vehicles. Hyundai has released a new slogan titled, "New Thinking. New Possibilities." Their biggest sponsorship includes the 2006 FIFA World Cup. Hyundai has made the largest gains in market share during the past few years coming from relative unknown to industry mainstay.



NISSAN SWOT ANALYSIS

Strength

Solid MC market share

Diverse line of vehicles

Wide consumer base

Weakness

Dependence on overseas market

Dependence on top selling vehicles

Gets lost in the clutter

Opportunity

NISSAN Leaf electric vehicle

Introduced line of full-size commercial panel van

Room to grow

Threat

Inconsistent ad campaign

Lose consumers if not targeted properly



COMPETITOR SWOT ANALYSIS

	Strength	Weakness	Opportunity	Threat
 TOYOTA	First in overall market share Top manufacturing company	Safety issues with brakes Low truck sales	Saw strong sales of Yaris, Corolla, and Scion xB	Competition from Honda and Nissan Slow to restock the US after the March earthquake
 HONDA	Affordable Good safety ratings Good fuel efficiency	Low truck sales	Improved its North American production plan Many products other than standard vehicles	Slow to restock the US after the March earthquake
	American automaker Investments on fuel efficient vehicles	Consumers: bad fuel efficiency	First mass-produced gas/elec- tric hybrid vehicle	America in a recession Growing interest in eco- friendly vehicles
 CHEVROLET	Large parent company International distribution Recognizable brand logo	Struggling Lincoln-Mercury brand Government owns a 27% stake in GM	Developed more fuel efficient cars Promise to produce better vehicles	America in a recession Threat of substitutes
 HYUNDAI	Fourth in motor vehicle manufacturing	Reputation for poor quality	Expansion in the US Good ratings from Consumer Reports	Brand reputation



MARKETING OBJECTIVE

Increase market share among MULTICULTURAL CONSUMERS
by four (4) percent, from **13 to 17** percent,
in the fiscal year 2013.

We have a chance to **grow**

This will us ahead of Honda and right behind Toyota. The multicultural market is currently strong for Nissan, so we want to continue to establish and program loyalty in this market.



TARGET PROFILE

For this campaign, we are targeting consumers of Hispanic, African American or Chinese descent ages 18-29. Our secondary target is everyone else within those ethnic demographics ages 30 and up. Nissan's multicultural share among these groups is not growing at a pace comparable to competitors such as Toyota and Honda. **Therefore, the goal of our campaign is to increase the multicultural share for Nissan.**



Shared Insights:

- being true to yourself
- acknowledging their cultural history
- eco-friendly
- pursue their endeavors with passion
- like to see both style and substance represented from brands of good reputations
- Internet and mobile are great ways to reach them
- use social media in seeking out brands



TARGET PROFILE

The targets tended to like foreign car brands more than U.S. car brands. The strongest brand preference in our survey results was Toyota followed by Honda and Nissan, which were tied for second. When examining brand likability and likelihood to purchase a vehicle from the brand, Toyota lead with 50 percent of respondents selecting Toyota for both. Nissan was just under 50 percent for very likely in both brand likability and likelihood to purchase. Ford did poorly receiving mostly negative responses across all answers.

The media usage questions on our survey highlighted that this group primarily uses **television, Internet and social media**. With at least 33 percent of all respondents marking these results as very likely to use, and 50 percent responding likely to use.



Most important to this campaign is how this group of multicultural millennials views cars. They want **thrilling cars** that are **eco-friendly** with the newest technology. They want a fun vehicle with innovative designs that can be personalized to their own tastes. Our survey supported these ideas by showing a strong support for fuel efficient features in cars as well as luxury and style aspects. Sixty-two percent said luxury is most important and 91 percent claimed that fuel efficiency is most important.



TARGET PROFILE



Javier
24 year-old
Hispanic
Masters from UCLA
\$68,000/year
Watches TV
Buys himself a Nissan Altima for
graduation



Melissa
25 year-old
African American
Graduate from UGA
\$50,000/year
Magazine subscriber
She buys herself a Nissan Maxima to
commute to work



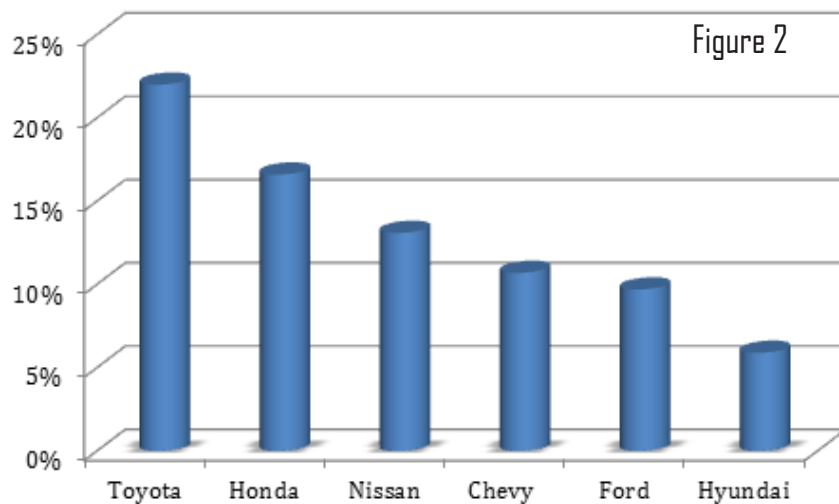
Erik
29 year-old
Chinese
Pursuing doctorate from Berkeley
\$78,000/year
Relies on technology
He buys a Nissan Rogue for his
wife as a family vehicle



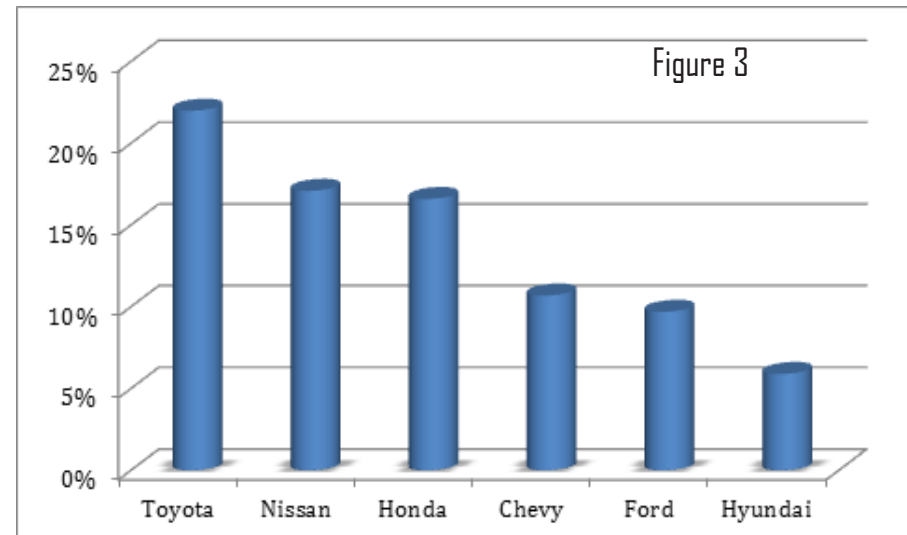
MEDIA OBJECTIVE

Nissan needs to create brand preference to pass Honda and Toyota in the multicultural market. Nissan also should try to keep and encourage brand loyalty among this market as well as the whole market to continue to gain share in the market. We will change the current Nissan campaign to one that will motivate the target audience. Based on concept testing, we plan keep **"SHIFT_the way you move"** but change "Innovation for All." Through media usage, we hope to increase awareness of the brand and it's new image by 40 percent in fiscal year 2013. Figure 2 below shows each brand's current market share in the multicultural market. Following our campaign, Figure 3 demonstrates what we expect the market share of the multicultural market to be.

Current Mutlicultural Market Share



Expected Multicultural Market Share





OVERALL TARGET COVERAGE

Increase Nissan's market share by **four percent**.

To do this, we will need to take on an **offensive strategy**.

Reach and frequency will be fairly even but with slightly more **focus on frequency**.

We plan to have an average **reach of about 50 percent** and **an average frequency of 5**.

This means we will be trying to cover an average of about **6 million multicultural millennials with 5 ad exposures** each month all year round.

However the reach and frequency will be at **70 percent** and **7** respectively during peak months.

This should allow Nissan to to build a **strong and favorable brand identity among multicultural miliennials**.

12,880,000

This figure represents the total multicultural millennials in the US.

6,440,000

This figure represents the expected number of multicultural millennials the campaign will reach per month.

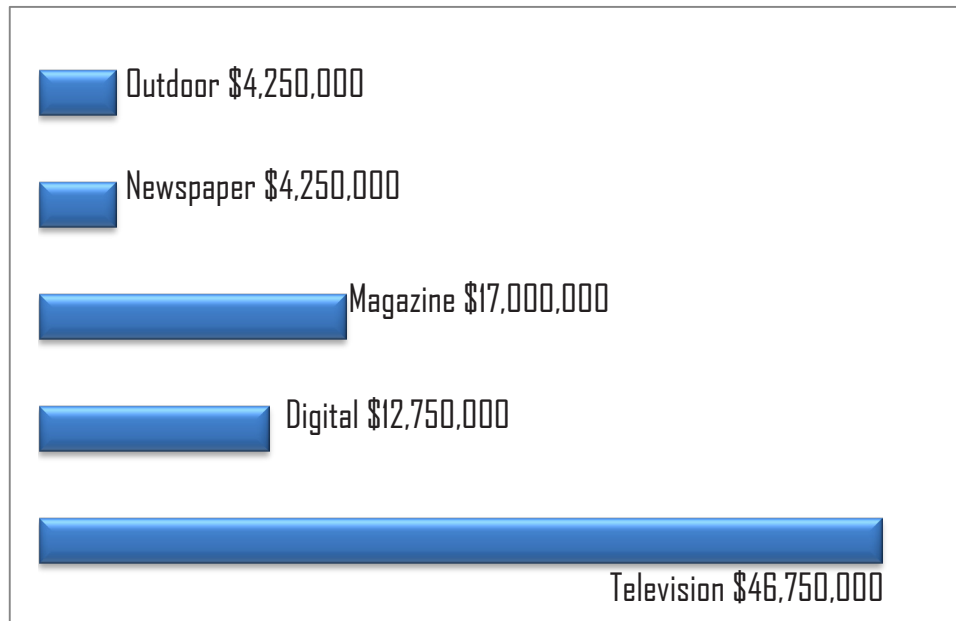




MEDIA BUDGET

Budget Allocation

Figure 4



The exact amount we will allocate to each media is shown in Figure 4 above. They each represent the percent of the \$85 million budget they comprise.

We are going to keep the budget at 100 million dollars, but we will use less than 100 million on media because some of the budget must also go towards PR and IMC efforts.

We expect to use 85 million for the advertising budget. For television we will allocate 55 percent of our advertising budget, which is about 46 million dollars. We will spend 15 percent on digital media consuming about 12 million dollars of our budget. Twenty percent of the budget is going to be spent on magazines costing 17 million dollars. Newspaper and outdoor advertising will both take up 5 percent each consuming about 4 million dollars of the budget.



MEDIA OBJECTIVE

Regionality

We want to focus our campaign in the South and the West. The West had exceptionally strong indices in both the Asian (199) and Hispanic (181) demographics. The West did poorly for African Americans (43), but it was strong enough in the other two groups that we will still include it. The South was the best region for African Americans (151), respectable for Hispanics (98), but poor for Asians (56). The Northeast was strong for Asians (134) and close to average for the other groups: Hispanic (78) and African American (94). This makes the Northeast a safe place to go if we want added coverage. Since we plan to use an offensive strategy, the South and West are our best bets while we should stay away from the Midwest. These regions also represent the best mix of strong markets for Nissan, since no single region was strong for all demographics.

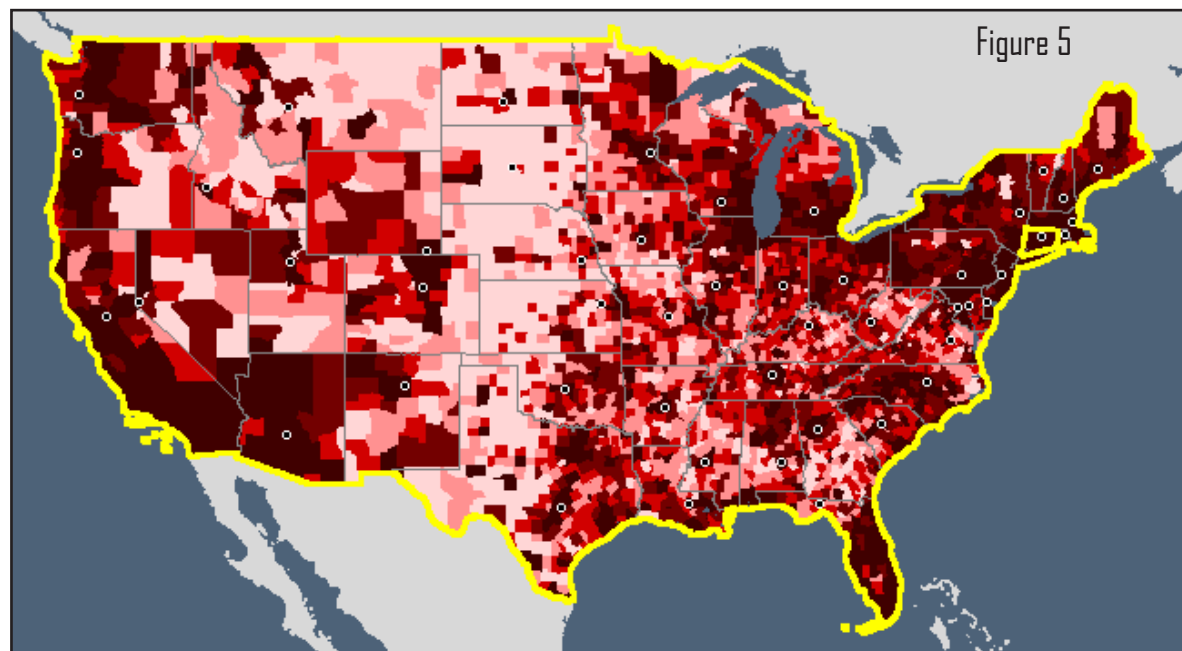


Figure 5 represents the amount of cars bought in each region of the United States. The dark red represents where the most cars are bought. This figure confirms that targeting the west and the south will be the most effective.



MEDIA OBJECTIVE

Seasonality

Automobiles are a year round product and our seasonality plan should reflect that. There are times that car sales may be expected to spike like during the holidays, graduation, and summer. There is also a large potential to connect the strong cultural values of the family aspect during the holidays. Because of this seasonality we will have 6 months, November through January and May through July, where we increase our reach and frequency. This will help drive sales in these crucial months.





MEDIA OBJECTIVE

Scheduling

Based on the apparent seasonality for the product, we will use a pulsing schedule. While, Nissan needs to sell vehicles year round, they should realize that a large portion of their sales will come during the peak months. This is the reason we have selected to pulse and advertise more during these months to help stimulate sales. Since, we will still be selling vehicles during the rest of the year we need to advertise during these times as well.

Figure 6

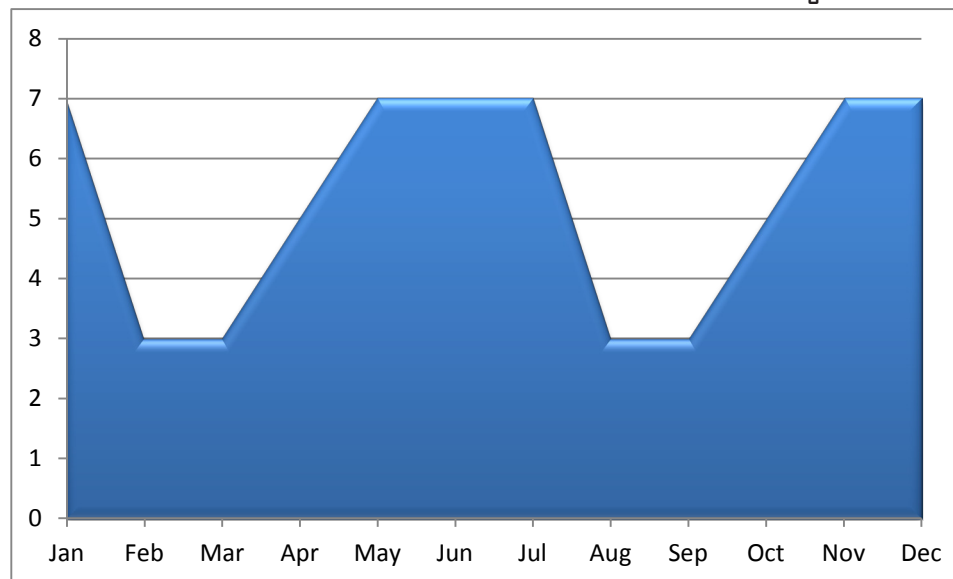


Figure 6 is a graph of the pulsing schedule we plan to use. It confirms that we will increase our reach and frequency in our peak months, but we will still advertise in months other than our peak months just not as heavily.



MEDIA STRATEGY & TACTICS

Media (Classes/Vehicles) Rationales

Based on the data from Choices 3 and the case, TV is a powerful and needed medium for our campaign. There are multiple network and cable stations that did well with large indices. The case shows that TV of some kind dominates each group's media mix with averages of 40 percent per mix. Some channels our target audiences watch frequently include the Food Network, MTV and MTV2, Discovery, Animal Planet and ESPN. Other media to consider include print and digital, but more emphasis on TV and digital than print.

We will also focus more on magazines and less on newspaper. Magazines we plan to use include Discover, Entrepreneur, Forbes, Fortune, Nation Geographic Adventure and Sport Illustrated. Print is usually used to reach harder parts of your target or to get very specific, which isn't much of a concern here. Digital media tested well in the case analysis and fits some of the "early adaptor" image of the multicultural millennial. They react well to Internet ads and are heavy Internet users. Based on the case study, they are very likely to use the Internet for relaxation, inspiration and information

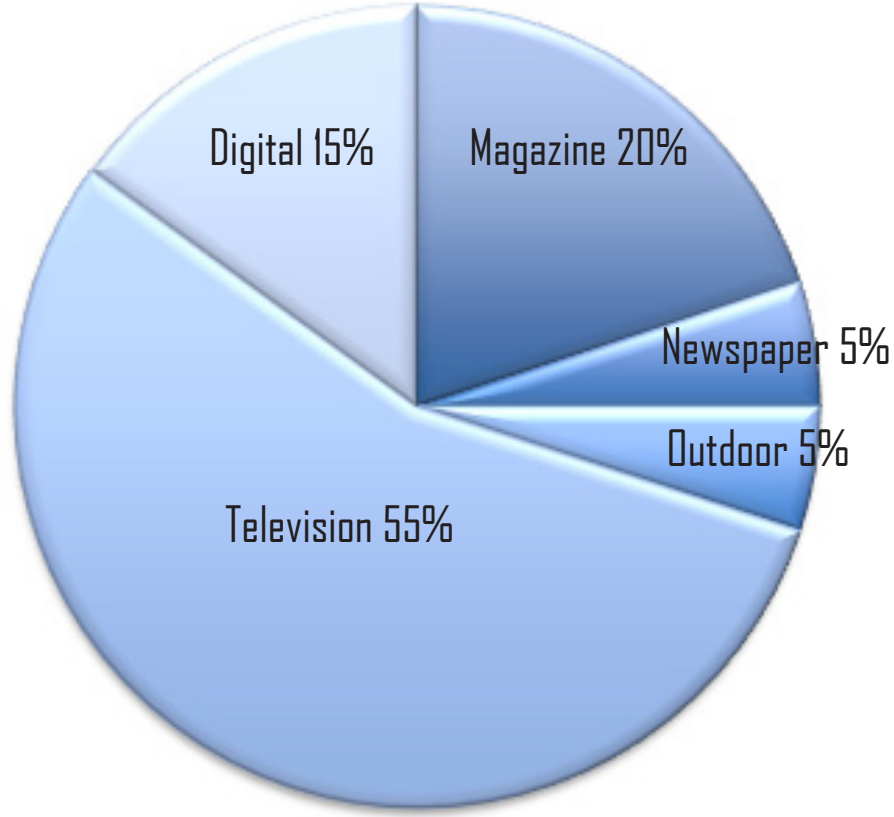




MEDIA STRATEGY & TACTICS

Our Media Mix graph, which is shown here in Figure 7, demonstrates the percent of the budget each media will take. Television comprises the majority of the budget with 55% since it is the largest media among our target audience.

Media Mix
Budget: \$85 million
Figure 7





MEDIA FLOWCHART

Figure 8

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total '000
TV \$ Spending	4,545,138.89	2,921,875.00	2,921,875.00	3,895,833.33	4,545,138.89	4,545,138.89	4,545,138.89	3,895,833.33	2,921,875.00	3,895,833.33	4,545,138.89	4,545,138.89	46,750.00
GRP's	490	90	90	250	490	490	490	90	90	250	490	490	3,800.00
Magazine \$ Spending	1,239,583.33	796,875.00	796,875.00	1,062,500.00	1,239,583.33	1,239,583.33	1,239,583.33	796,875.00	796,875.00	1,062,500.00	1,239,583.33	1,239,583.33	12,750.00
GRP's	490	90	90	250	490	490	490	90	90	250	490	490	3,800.00
Digital \$ Spending	1,652,777.78	1,062,500.00	1,062,500.00	1,416,666.67	1,652,777.78	1,652,777.78	1,652,777.78	1,062,500.00	1,062,500.00	1,416,666.67	1,652,777.78	1,652,777.78	17,000.00
GRP's	490	90	90	250	490	490	490	90	90	250	490	490	3,800.00
Outdoor \$ Spending	413,194.44	265,625.00	265,625.00	354,166.68	413,194.44	413,194.44	413,194.44	265,625.00	265,625.00	354,166.68	413,194.44	413,194.44	4,250.00
GRP's	490	90	90	250	490	490	490	90	90	250	490	490	3,800.00
Newspaper \$ Spending	413,194.44	265,625.00	265,625.00	354,166.68	413,194.44	413,194.44	413,194.44	265,625.00	265,625.00	354,166.68	413,194.44	413,194.44	4,250.00
GRP's	490	90	90	250	490	490	490	90	90	250	490	490	3,800.00
Total Spent													85,000.00
Total GRP's													19,000.00

Figure 8 includes the GRP's and amount of budget spent each media. The GRP's and budgets are highest in our six peak months.



CONCEPT TESTING

Details:

- Surveyed & interviewed 20 participants
- Tested current Nissan copy
- Tested potential copy based on previous research
- Contained twelve Likert scale questions & open ended questions concerning attitudes toward design for car ads

Outcomes:

Top 3 copy:

- Go ahead... try me
average rating: 3.7*
- It's your life, be in the driver's seat
average rating: 3.6*
- It's not the destination, it's the journey
average rating: 3.6*

*Based on likert scale 1-5



CREATIVE STRATEGY

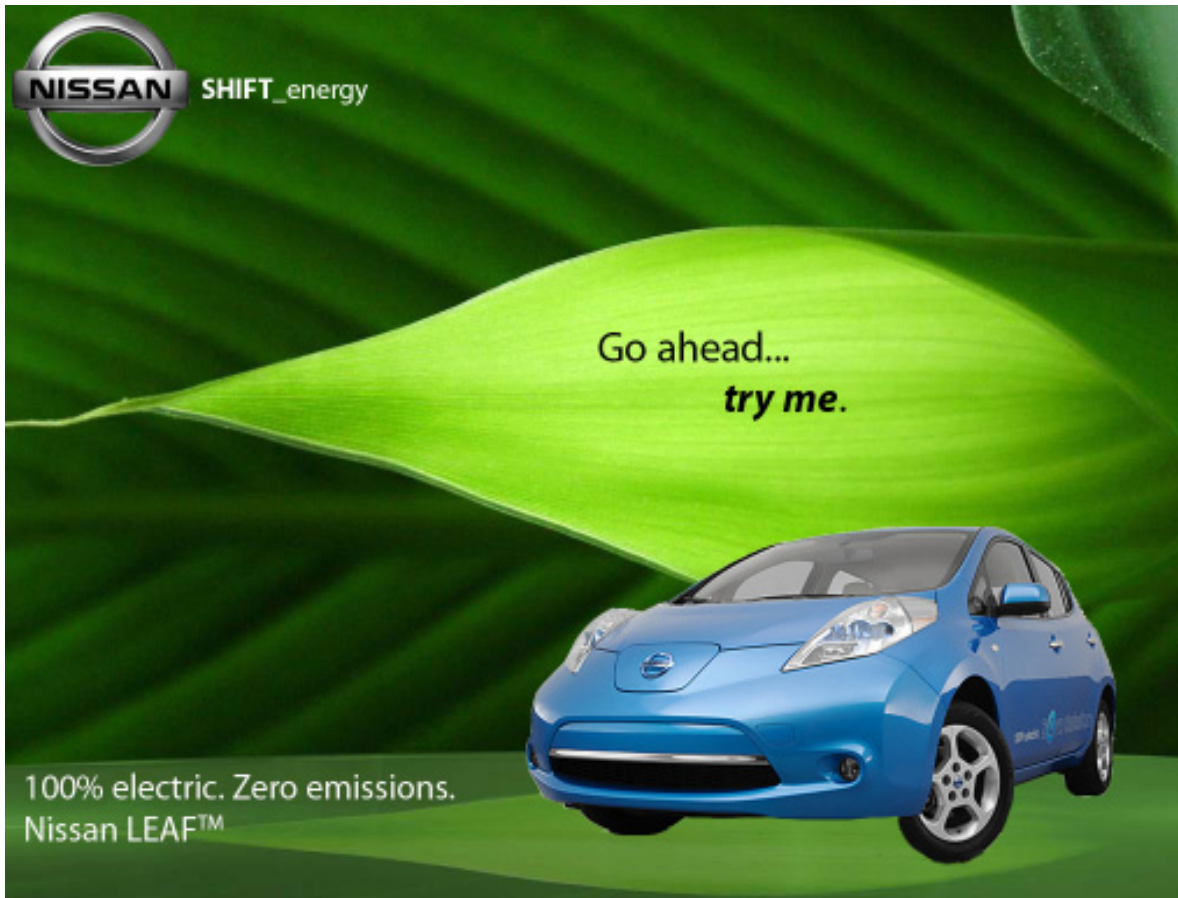


SHIFT_

The main theme of the new campaign is keeping Nissan's current tagline, "SHIFT_the way you move," but altering it to fit the attitudes of the target audience. The current tagline received an average rating of **3.5** on the Likert scale during our concept testing, so we decided to keep it in Nissan advertisements. We will also supplement it with another tagline that corresponds with the theme of each individual advertisement. Our concept testing also showed that the target audience enjoys **mostly graphics with some copy**. Furthermore, they like advertisements that show **benefits or features** of the car. Therefore, the print advertisements will be mostly graphics with a couple benefits and television commercials will focus more on the special features each car possesses.



CREATIVE STRATEGY



Creative Brief

“Go ahead... try me”

Objective- increase awareness of the new Nissan LEAF

Target audience- multicultural millennials ages 18-29

Needs/wants- eco-friendly and luxury cars they can afford

What we have to offer- the eco-friendly Nissan LEAF

Message communication- the print ad includes a bold green leaf to further enhance its eco-friendly traits, the tagline appeals to the curious nature of the target audience and invite them to test drive, and hopefully buy, the Nissan LEAF

Seasonality/Scheduling- summer months before and after graduation, back to school season



CREATIVE STRATEGY

Creative Brief

"It's your life, be in the driver's seat"

Objective- instill a sense of control the mind of our target audience

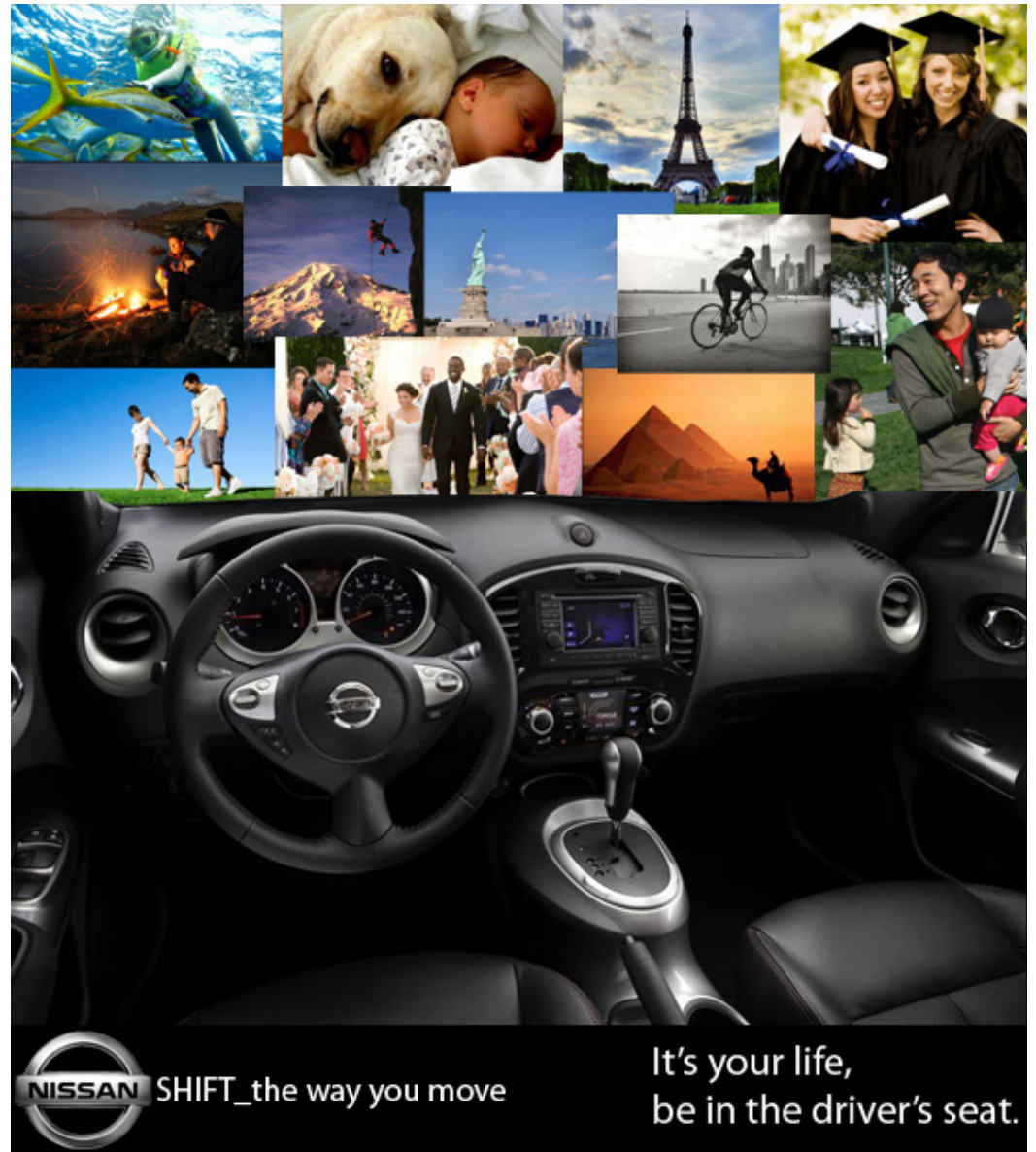
Target audience- multicultural millennials ages 18-29

Needs/wants- find their place in life, live passionately

What we have to offer- endless possibilities of where life can go

Message communication- does not focus on one particular car so it shows that Nissan has a car that can fit any individual lifestyle

Seasonality/Scheduling- year-round advertising





CREATIVE STRATEGY

Creative Brief

"It's not the destination. It's the journey."

Objective- showcase the variety of features of Nissan cars

Target audience- multicultural millennials ages 18-29

Needs/wants- value style and substance, base purchase decisions on functionality, quality and reliability

What we have to offer- appeal to their need for adventure

Message communication- slogan shows the importance of the journey and how Nissan can make that journey more comfortable and safer with the variety of features Nissan offers

Seasonality/Scheduling- year-round advertisements





PROMOTION / IMC

Our IMC and promotional efforts will play an integral part in relating to our multicultural target audience. We will allocate \$15 million dollars of our budget toward this aspect of our campaign.

We will utilize social media by means of Facebook. Our target enjoys and frequents this social media site. This owned media will essentially cost us nothing, but it will allow us to disseminate a controlled message to our audience.

Through Facebook we will continue the “**Innovate the Heisman Pose**” promotion. Users will submit their version of the Heisman pose to win tickets to a championship bowl game. This will continue to maintain and strengthen the sponsorship with the Heisman.

Innovate the Heisman Pose Photo Contest

Like us to watch Desmond Howard's video challenge and enter the photo contest!

Show us your funniest or most creative Heisman Pose for a chance to win a trip for two to the **Allstate BCS National Championship Game** Tostitos Fiesta Bowl, Discover Orange Bowl, or Allstate Sugar Bowl.

PROUD PARTNER OF

HEISMAN.



PROMOTION/IMC

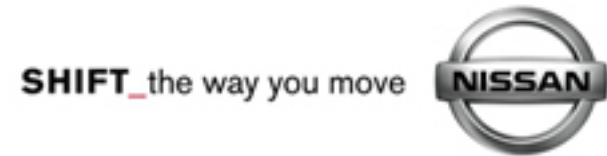
Heisman Sponsoship

Our sponsorship of the Heisman keeps us at the forefront of our target's mind and it will generate earned media by word-of-mouth.

We plan to have a partnership with Coca-Cola and their brand Powerade. It will involve setting up in-store displays during football season. To spark further interest in the in-store displays, the caps of the Powerade bottles will be used to acquire points toward winning a ticket to the Heisman ceremony. This will also build recognition for Nissan since the displays will be from Nissan.



There is a seemingly large cost involved with a Coca-Cola partnership, but seeing as this equally promotes Powerade and our other IMC and promotional initiatives are low-cost, budget allocation for this should not be a problem.



We plan to make this as cost effective as possible by not re-packaging the Powerade bottle. Money saved from not repackaging will be used toward football and Heisman themed events and commercials highlighting successful Heisman recipients of the past such as Ernie Davis, the first African American recipient, and Jim Plunkett, the first Latino recipient.



PROMOTION/IMC

Sponsor large-scale ethnic festivals

-**Chinese Heritage Festival** put on annually by the Chinese American Student Association of the University of Southern California

-Held in the west, which has high index of Chinese-Americans

-**Essence Music Festival** in New Orleans, Louisiana

-Held in the south, which has high index of African Americans

-We want to use cultural festivals to focus on the small multicultural markets



NISSAN



The Chinese American Student Association charges a 50 dollar life-time membership fee, so although we do not know how much it will be to fund this festival, we are fairly certain that we will have enough budget to sponsor some events.



PROMOTION / IMC

Nissan Green Program



The primary objective is to reduce carbon dioxide (CO₂) emissions from production, manufacturing and other carbon dioxide emitting activities.

This coincides with the introduction of the Nissan Leaf, which fulfills these initiatives by reducing fuel consumption.

This will generate the cost efficient earned media that is crucial in building a trusted brand of choice.

Nissan de Mayo

"Nissan de Mayo" is a combination of a trade promotion and a sales promotion in the month of May. During the month of May, the sales promotion will go on providing discounts and promotions for the consumer.

Also, trade promotion will be involved because dealers will have incentives for sales volumes such as bonuses, inventory additions, etc.

May is a great month for promotions due to graduations and is a high advertising month for this campaign.





COPY TEST/EVALUATION

Once the campaign is carried out, its effectiveness will be measured using concurrent, post-testing and diagnostic research. This will involve attitude tests to see if the advertisements are portraying the correct tone and tracking studies to see if there has been an increase in sales among the target demographic. The act of testing, monitoring and measuring both during and after the campaign is crucial to determine the cognitive, affective and behavioral attitudes of the target demographic. Test markets would include, but not limited to, Atlanta, Houston, Los Angeles and San Diego. The tests will be conducted mid-way through the campaign to make any small but necessary changes and again at the end to see if Nissan would like to extend the campaign if it brought them the success they wanted.



APPENDICES / REFERENCES

Figure 1

This represents the current media mix used by Nissan. They currently allocate the most money to television and magazines.

Figure 2

This represents the current rankings of each brand in the multicultural market share. Nissan ranks third following Toyota and Honda, respectively.

Figure 3

This represents the expected ranking of each brand once the campaign is implemented. Nissan is expected to increase its market share by 4 percent to rise above Honda in the multicultural market share.

Figure 4

This represents the dollar amount Nissan will allocate to each medium with the new campaign. The majority will be spent in television and magazines.

Figure 5

This represents the amount of car sales in the United States. The dark red is where the most sales occur and the light red is the least amount of sales.

Figure 6

This represents the pulsing schedule this campaign will use. The most advertising will occur in November through Jan and May through July.

Figure 7

This represents the media mix recommended for Nissan. These media were chosen based on Choices3 data and Nissan's current media mix. The majority of the \$85 million budget will be allocated to television and magazines.

Figure 8

This is the flowchart for the overall campaign. It outlines the media usage, reach and frequency goals and average GRPs for each month and for the overall campaign.

References

USC Chinese American Student Association. (2011). USC CASA.

Retrieved from <http://www.usccasa.com/>

Nissan Global. (n.d.). Nissan Green Program. Retrieved from http://www.nissan-global.com/EN/ENVIRONMENT/GREENPROGRAM_2010/

Nissan USA. (n.d.).

Retrieved from <http://www.nissanusa.com/>

CIA World Factbook. (2011, 11 18).

Retrieved from <https://www.cia.gov/library/publications/the-world-factbook/>

Ad \$ summary multi-media service, January-December 2008. (2008). New York, NY: Magazine Publishers of America, Inc.

Simmons Market Research Bureau. (2011). Simmons OneView (2011) [Computer software]. New York: Simmons Market Research Bureau.

National Student Advertising Competition (2011) [Case Book]. Nissan Case Study. Vermont: Education Services, American Advertising Federation



APPENDICES / REFERENCES

Survey Questions

Age

Gender

1. Please rate how you feel about the following companies: Strongly agree – strongly disagree

Nissan, Honda, Toyota, Ford, Chevrolet, Hyundai

2. Please rate your experience with the following brands: Very good – very bad

Nissan, Honda, Toyota, Ford, Chevrolet, Hyundai

3. Which of the following brands do you associate the most with?

Nissan, Honda, Toyota, Ford, Chevrolet, Hyundai

4. Please rate how much you agree or disagree with this statement for each brand: This brand produces a good quality vehicle – strongly agree to strongly disagree

Nissan, Honda, Toyota, Ford, Chevrolet, Hyundai

5. Based on the Nissan brand, please rate how much you agree or disagree with the following statements – strongly agree to strongly disagree

Nissan vehicles are safe.

Nissan vehicles are luxurious.

Nissan vehicles are good vehicles.

Nissan vehicles make me feel ____

Nissan vehicles are flashy.

6. Please rate your likelihood of buying vehicles made by the following brands – very likely to very unlikely

Nissan, Honda, Toyota, Ford, Chevrolet, Hyundai

7. What factors are important to you in a vehicle (check all that apply) – fuel efficiency, luxury, cost, reliability, warranties, safety, eco-friendly

8. What do you think of when you think of Nissan?

9. What brand of car do you drive?

10. What do you focus on the most when you purchase a car? (Check all that apply) – style, cost, fuel efficiency, eco-friendly, dealership environment

11. What medium is the best way of reaching you? Please check one.
TV, radio, social media, billboard, etc

12. Which forms of digital media do you use?
Facebook, Yahoo, Twitter,

13. Rate your feelings toward brand sponsorships. Then, Do you know what/who Nissan sponsors?

