

Carspect[♥]

Communication Platform

Identity Works
March 5th, 2010

Introduction

Everything we do communicates. Everything we do, write and say form the image and the perception of the Carspect brand. This is why it is so important to have a clear and shared idea on how we should act in our communication, in order to convey the values we want to be associated with and to build the position we would like to have in peoples minds.

The communication platform is a tool that strives to provide a simple and practical guideline for all communication. A platform is not providing the final communication solutions, it is rather focusing on providing general guidelines for areas like communication target groups, objectives, message, tonality, communication concept and media channels.

This platform is addressed to everyone that will work with Carspect communication activities, both internal resources as well as external partners.

Content and Structure

1. Positioning
2. Communication target groups
3. Communication objectives
4. Tonality and style
5. Communication message
6. Communication concept
7. Media planning and channels
8. Summary

1. Positioning

Our brand platform



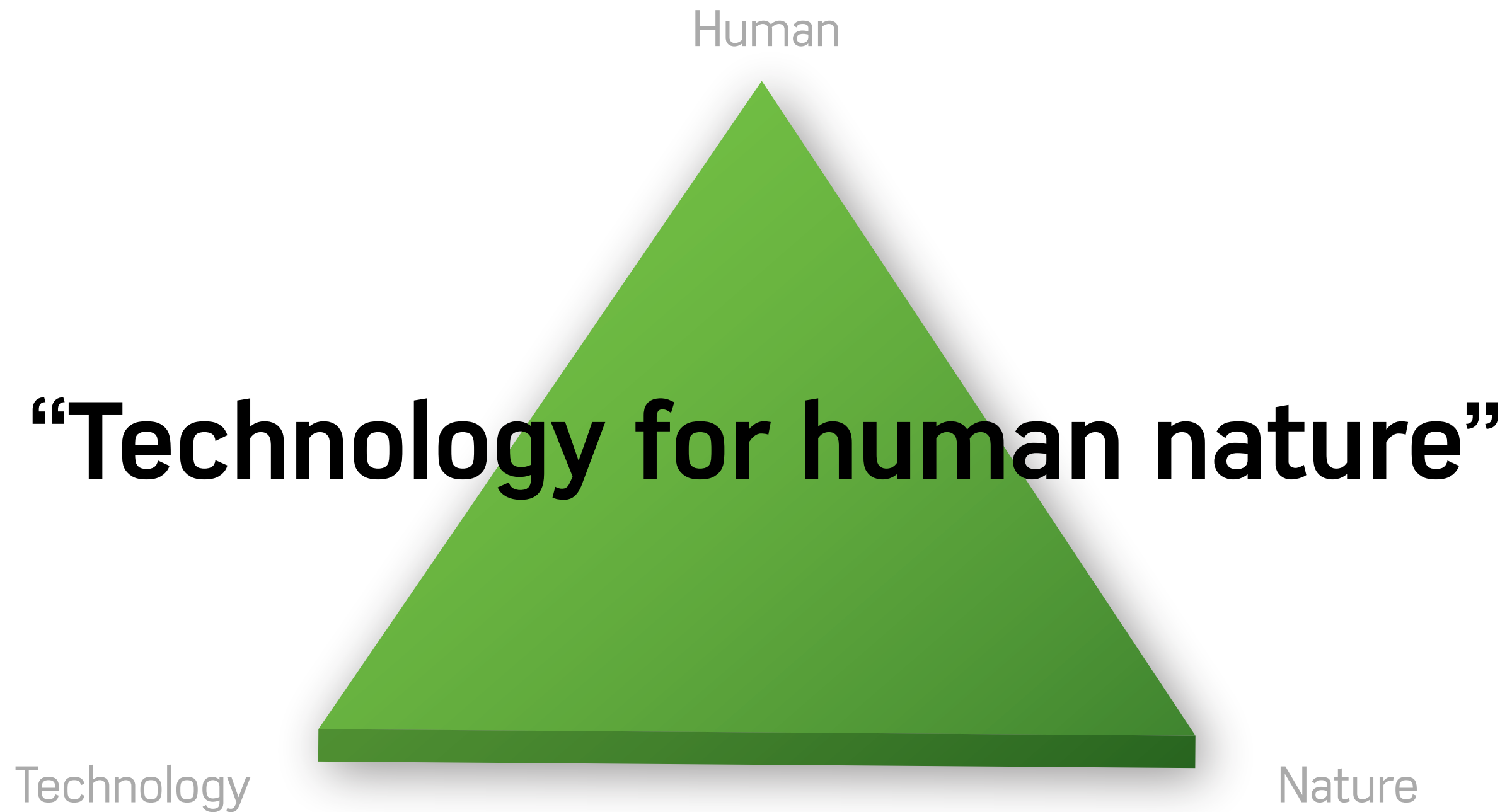
Our brand promise

Less worries about your car
– more room for other things
in your life.

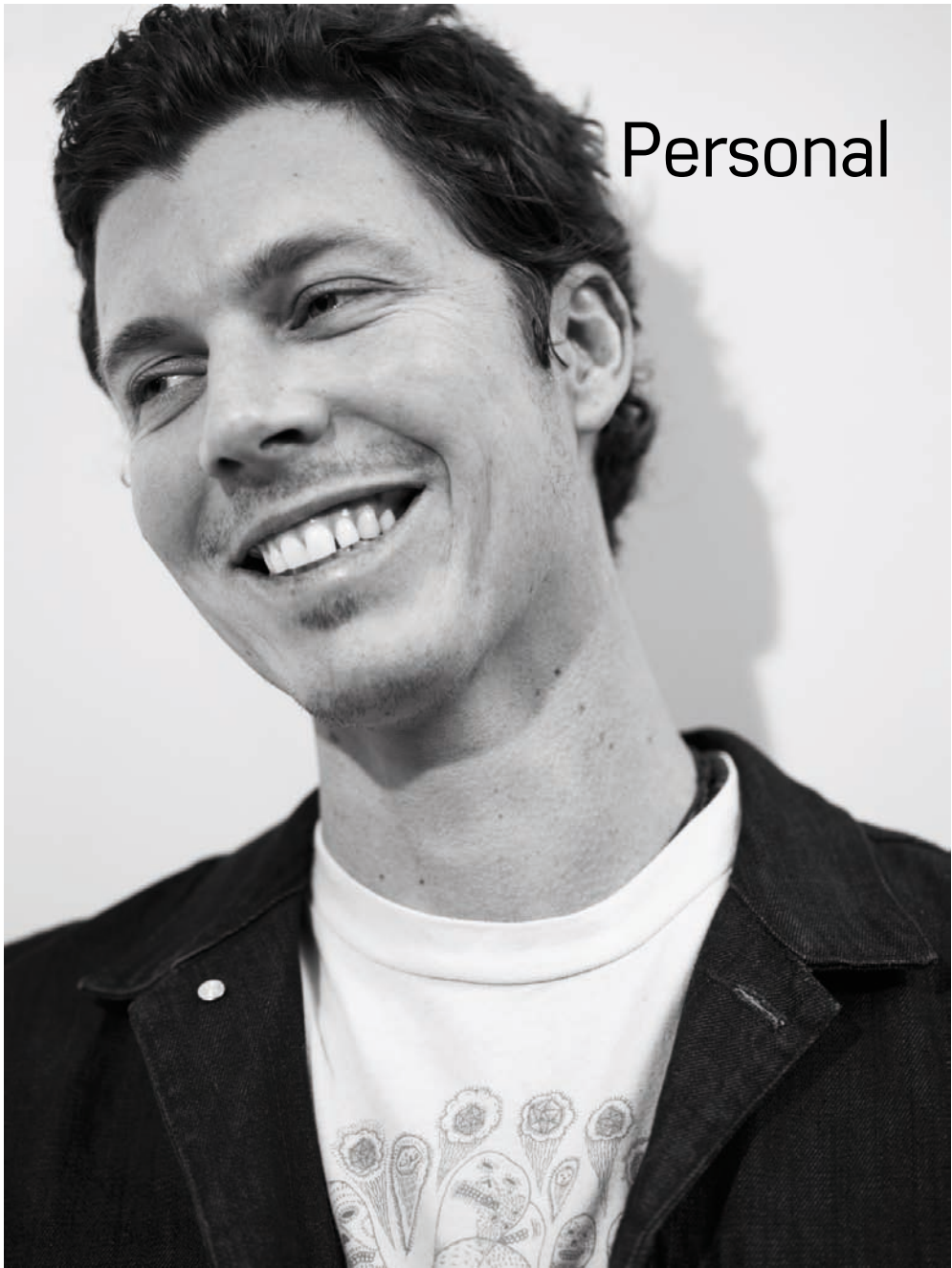
We reduce the worries in owning a car so that
you can focus on the possibilities and pleasures
that comes with it.



Our brand essence



The position and concept



Basic values: People first, Always proactive, Competence to simplify

2. Communication Target Group

Our consumers

The conscious, modern Swede who sees the car as a tool for a richer life.

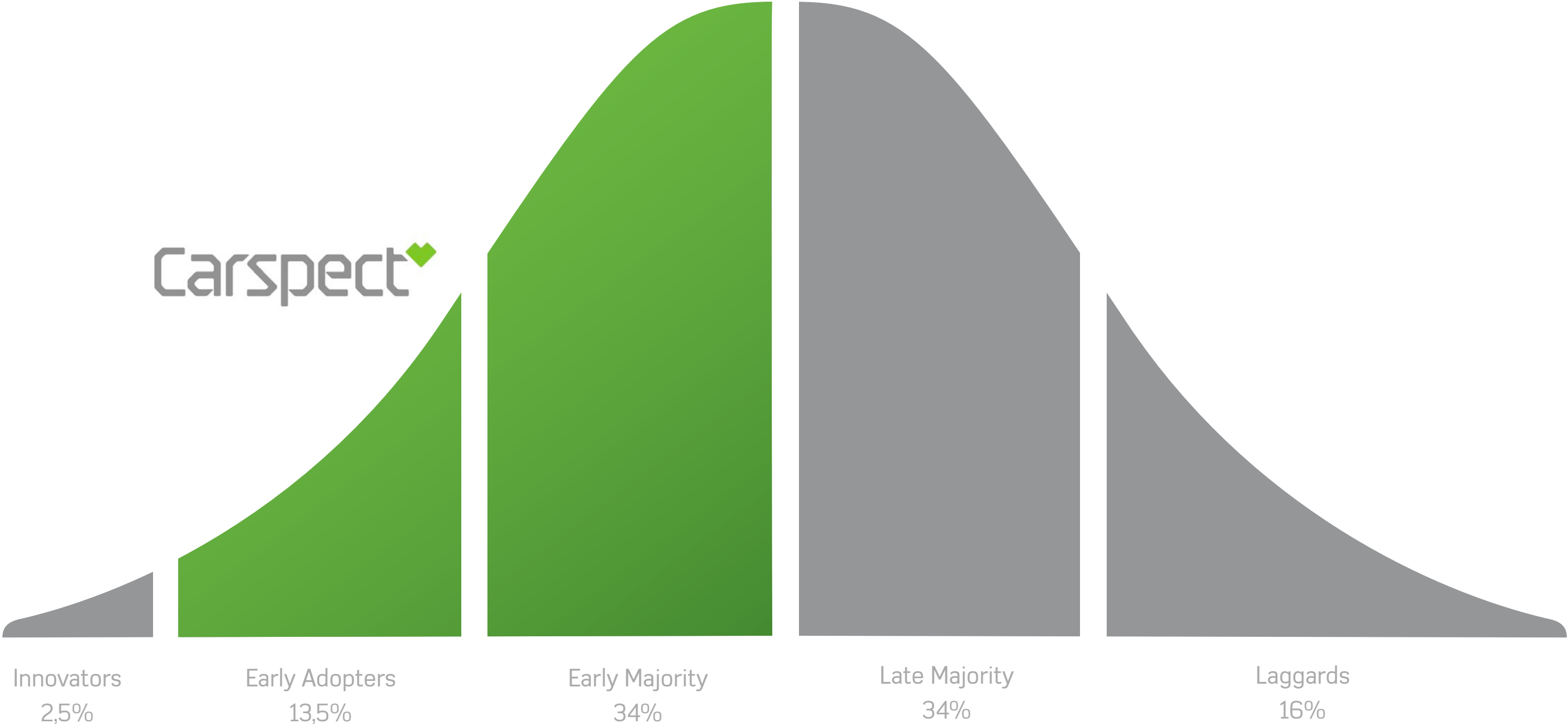
Carspect turn to modern, conscious Swedes who are independent and curious on life. This target group dislike a lack of option and embraces new alternatives in all aspects of life. It is people who live a full life with an urban life-style and experience lack of time as the greatest barrier for well-being and for life as they would like to live it.

These people are firm individualists who define themselves by the choices they make. They regard themselves as having progressive values and likes to feel they make active, smart choices. It is a natural thing to care about the environment and take responsibility, and so they expect others to do so too. They want to do the right thing and value feeling safe, but with a positive outlook on life. They rather focus on possibilities than just controlling the threats.

Carspect turn to people who cares more about the function of the car than the car itself. The car is a tool for them – not a passion or a “family member”. They are not intrigued by technology but by relations to family and friends.

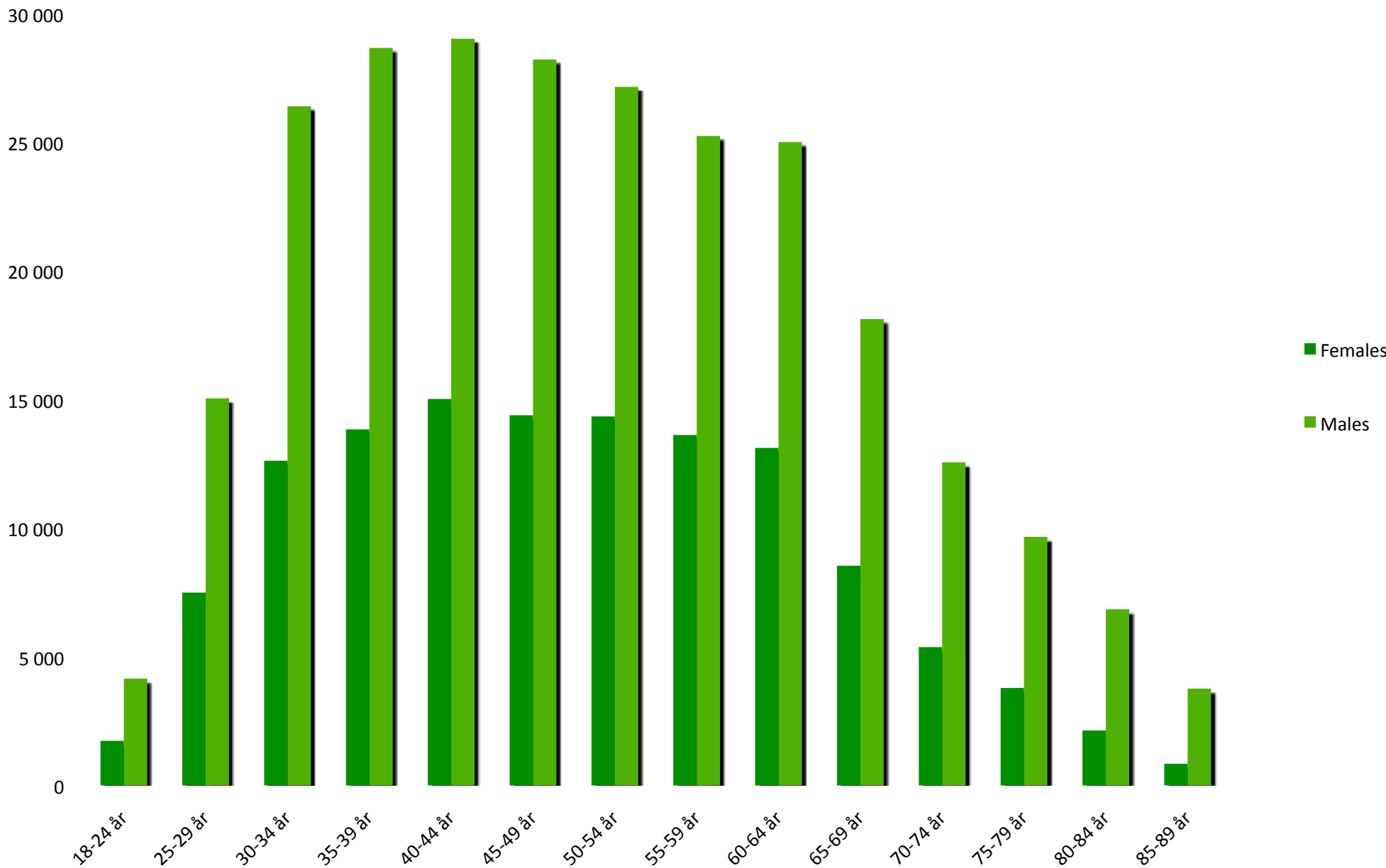


Consumers segments



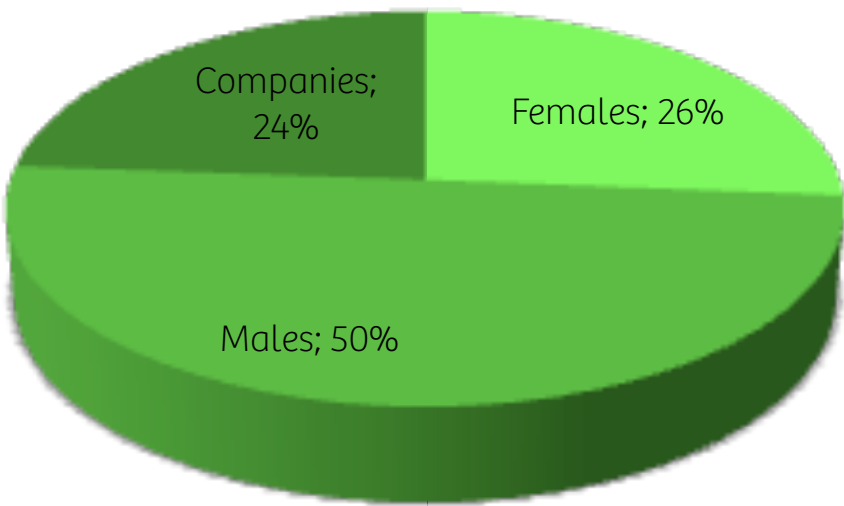
Demographic distribution of car owners

Personal car owners, distribution by gender & age – Stockholm, Gothenburg & Malmo



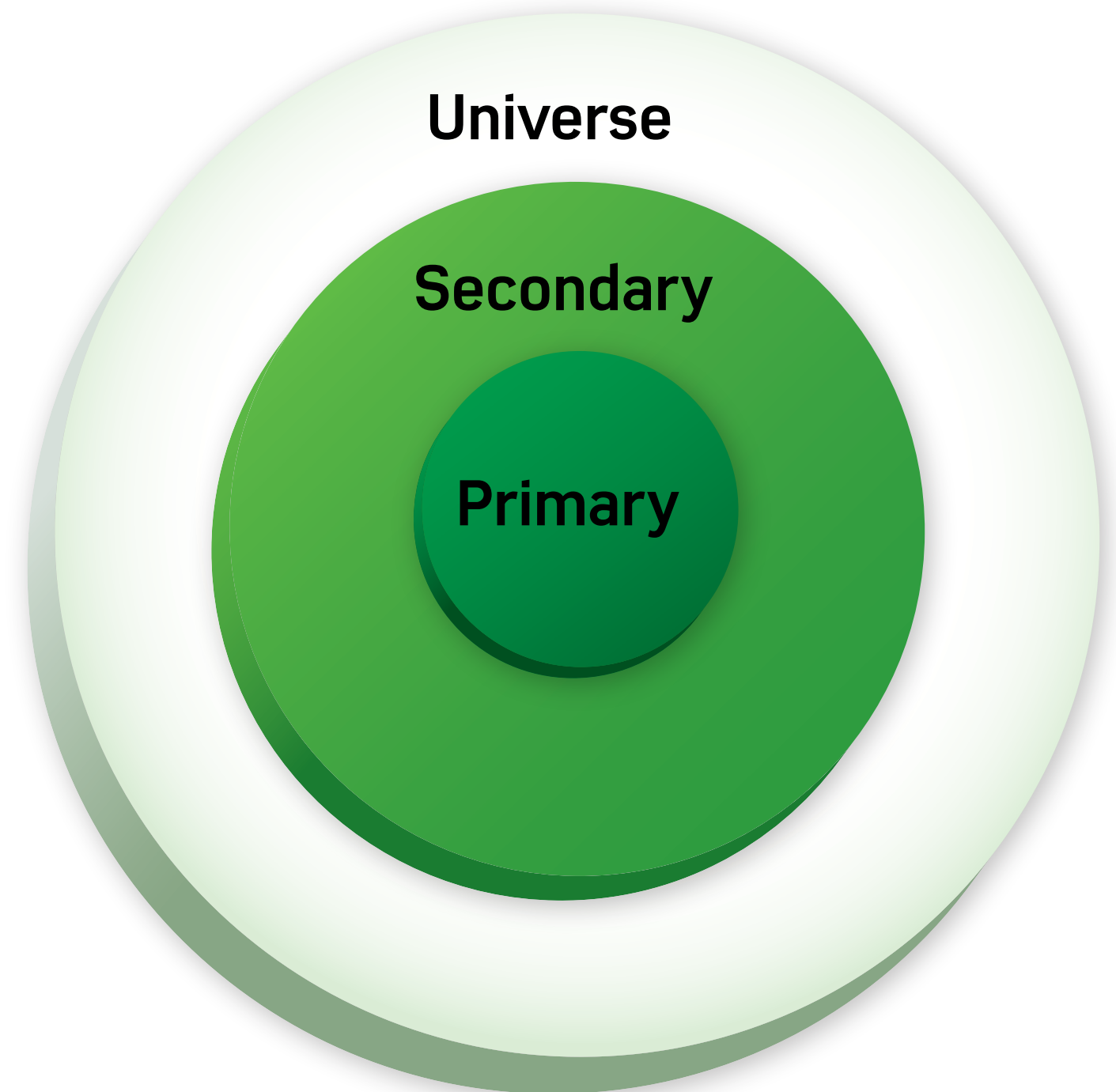
Corporate segment

The corporate sector constitute 24% of the car



Communication target groups

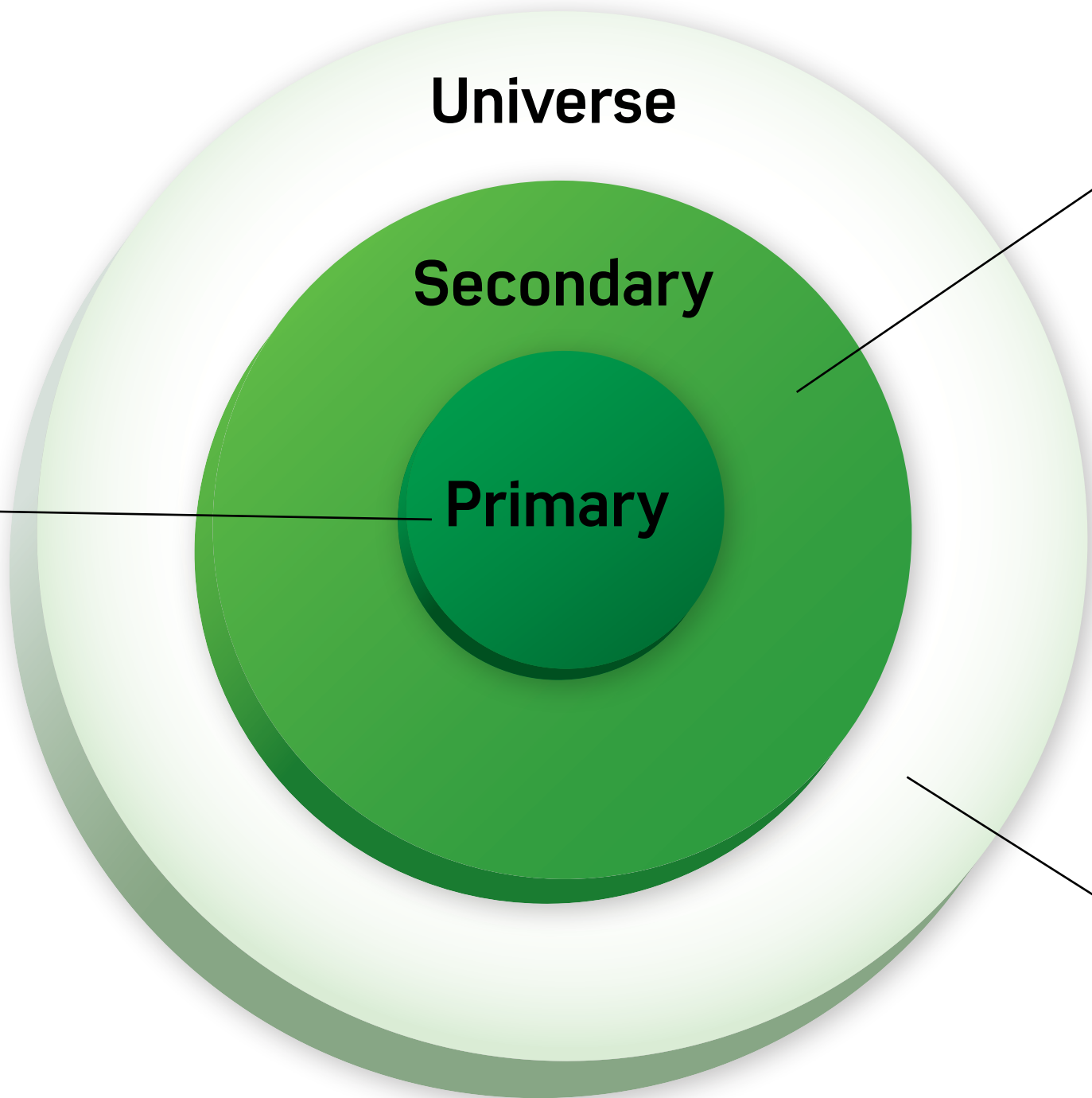
- The Primary target group is defined by psycho-graphic parameters such as lifestyle, values and consumer-behavior.
- The Secondary target group is defined by demographic parameters.
- The Universe is defined by car ownership and geographical location.



Our primary communication target group is more in lack of time than lack of money. They are always looking for convenience in life and is searching for simplifying solutions, i.e. prone to buy "simplifying services".

They are life-maximisers, both in terms of family, career and social life. They see the car as a tool - not an interest. They lead an urban lifestyle and is well-educated, is **early to adapt to new consumer behavior**.

They are heavy users of digital media and is considering internet as a crucial channel for information search on products and services, and is frequently using online channels for e-commerce and booking services.



The secondary target is defined by the age span where the car ownership is in it's peak.

This defines the secondary target as **car owners between 30 - 54 years**, both males and females

Our Universe is defined as **every car owner in all geographical markets where we have presence**. This includes both private and corporate car owners - regardless of age and gender.

The market boundaries in terms of geographical distance from a service station needs to be defined for each station individually, depending on population, competitors, infrastructure etc.

Primary target - Personas

Our primary target group is best described through the Personas - in terms of the following family:

Woman, 38 years, living in an owned house in a Stockholm suburb. She works full-time within the business administration field in a medium-sized private service company. She owns a Toyota Avensis and uses the car on a daily basis, primarily for errands, shopping and to and from daycare.

Male 42 years, works full-time in a middle management position at an industrial company. He has a leasing car, Audi A6 and uses the car daily as a part of his job.

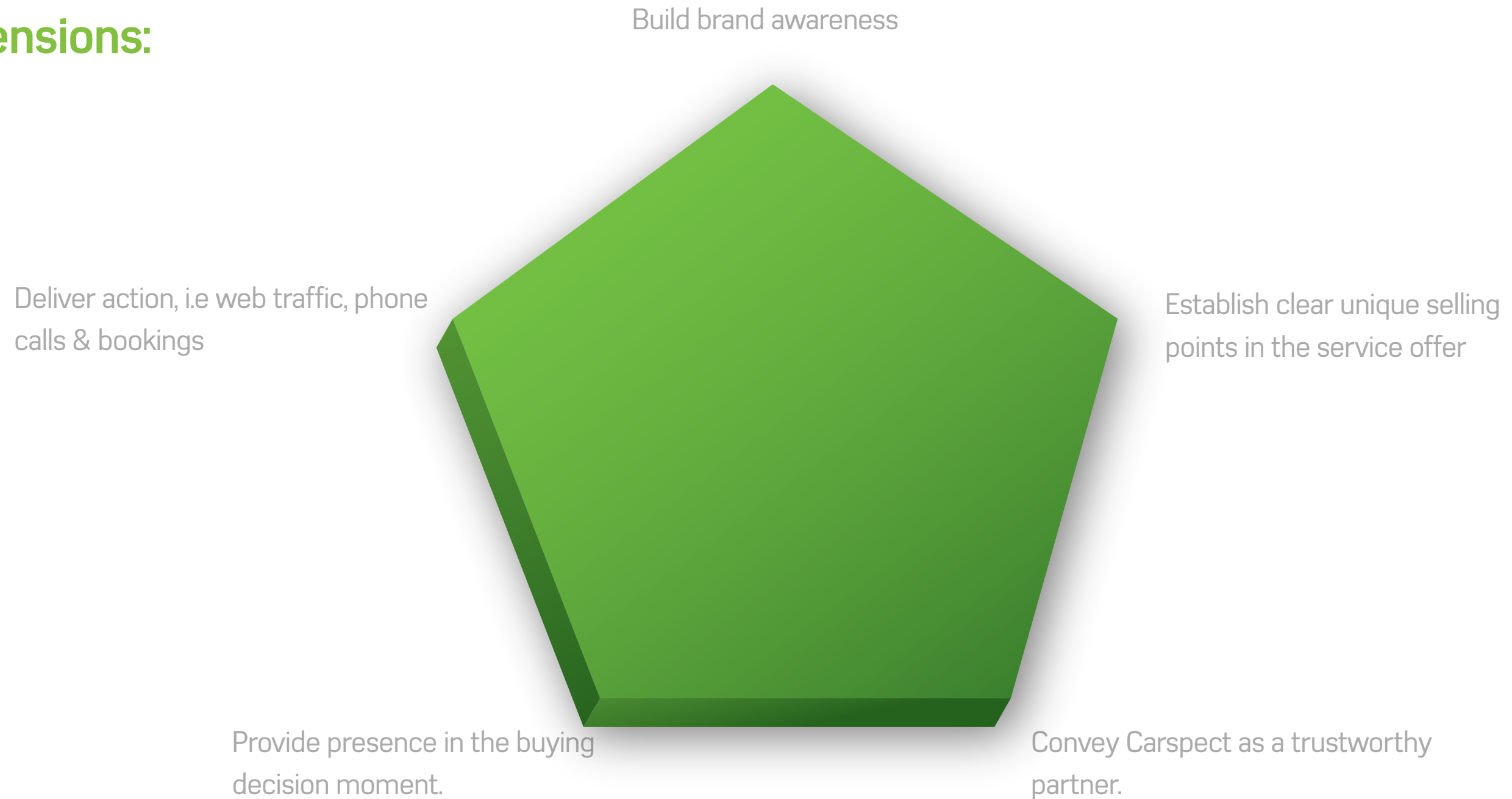
They have two kids, 4 and 6 years. This couple is trying to handle the balance act between family and professional career. To get their life puzzle together they are frequently buying "simplification services" such as baby-sitting, cleaning services etc. They are also buying food online for home delivery. The biggest challenge in life for this family is the constant lack-of-time and all the "must-do's"

They subscribe on both DN and DI and are heavy users online, both professionally and privately. They both consider internet as a crucial channel for information search on products and services, and is frequently using online channels for e-commerce and booking services. They are both users of social media such as Facebook and are frequently reading blogs.



3. Communication objectives

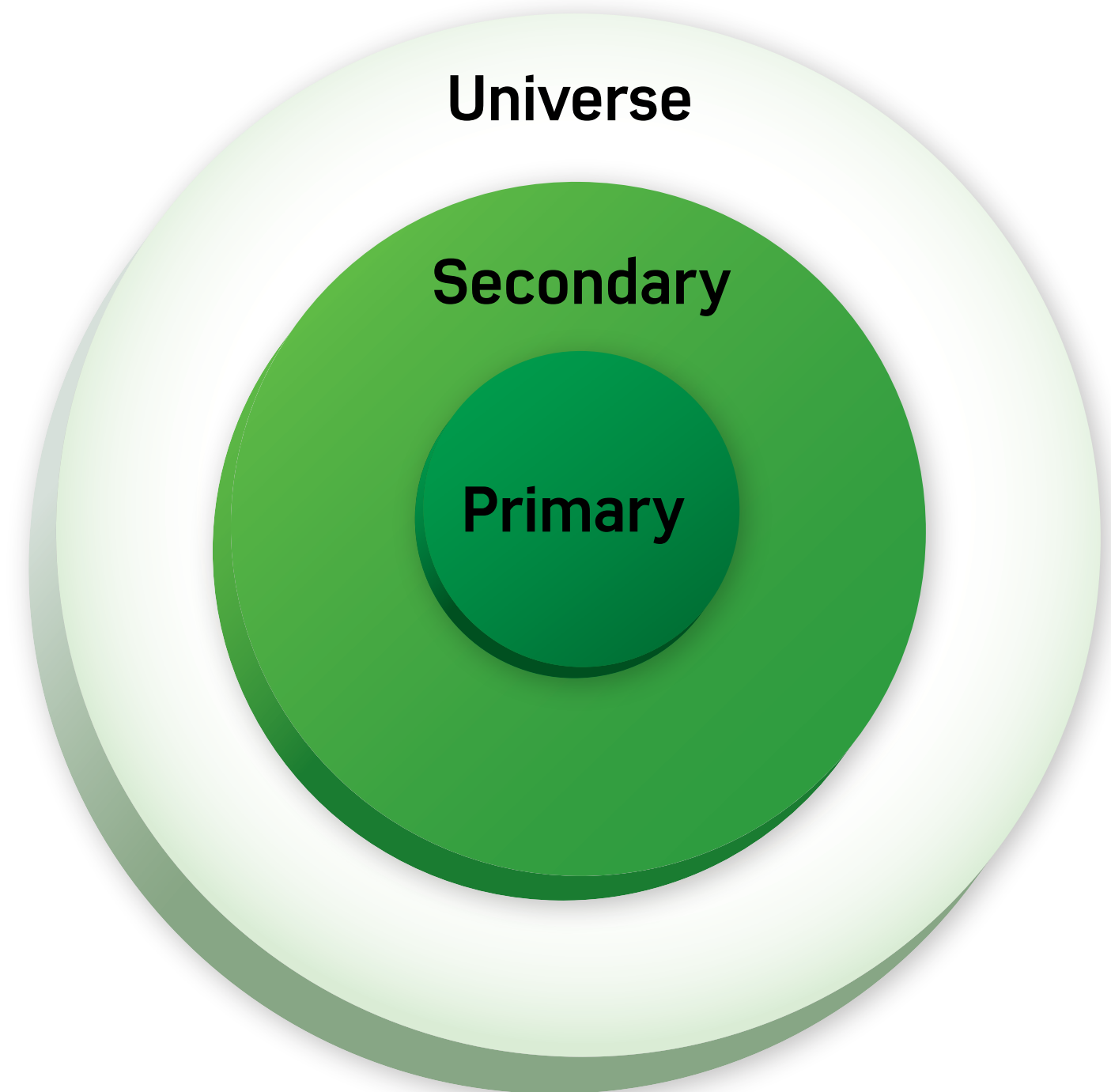
Being a new actor in the market, our communication needs to deliver on several dimensions:

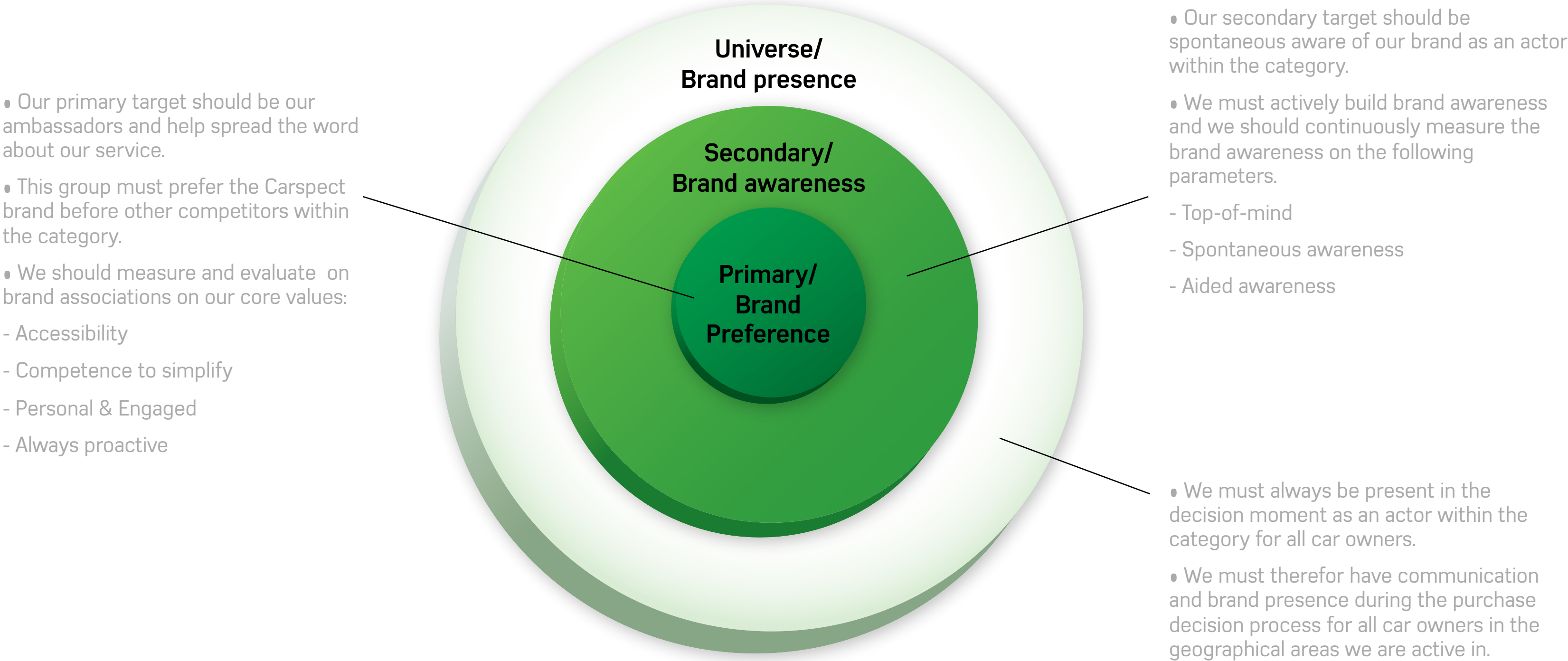


Target Groups

Communication objectives is set for each individual target group:

- Primary target
 - Secondary target
 - Universe
- Brand preference
 - Brand awareness
 - Brand presence





4. Tonality and Style

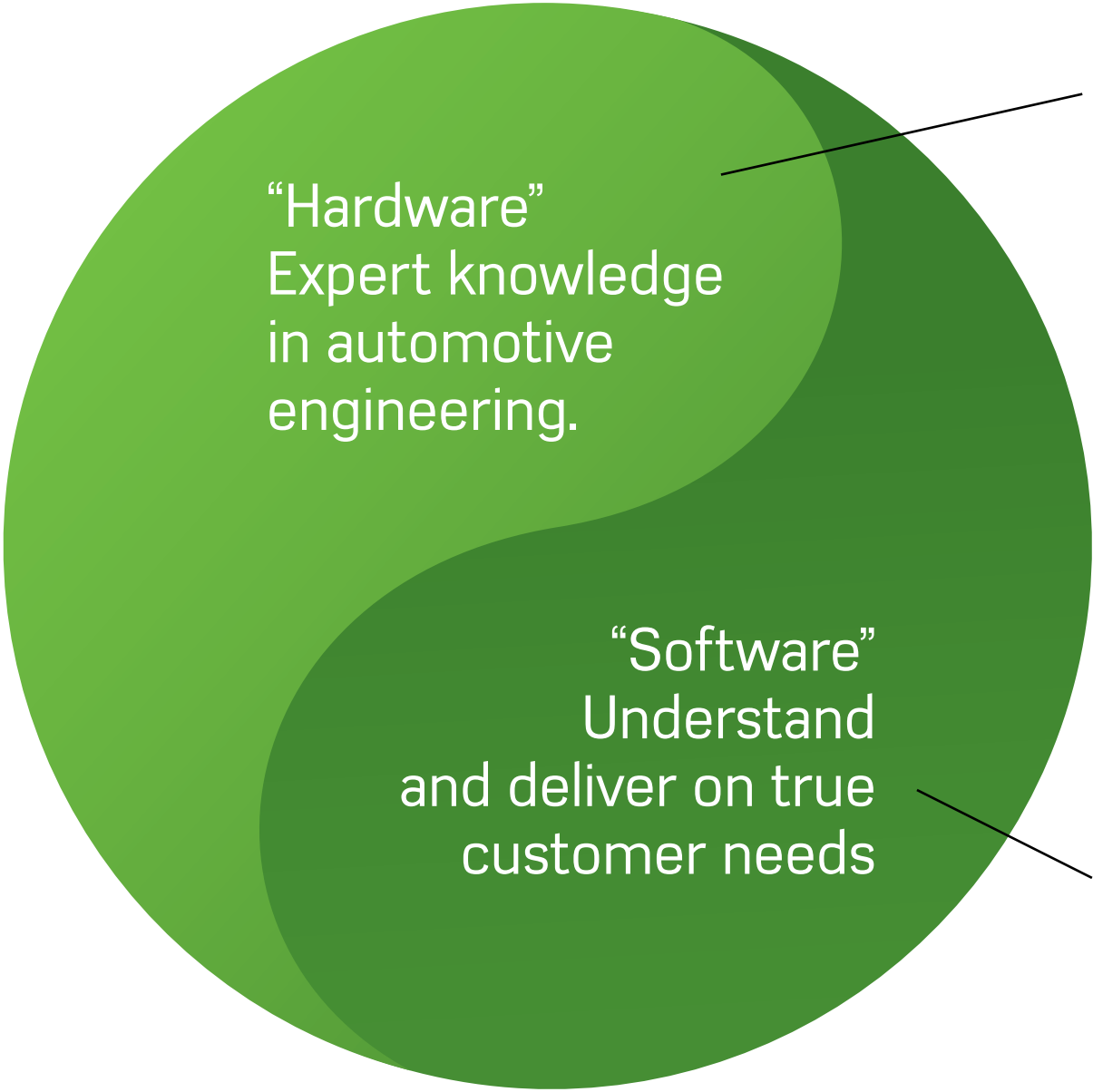
Brand Platform – Our market and competence

Our know-how

Our know-how consists of two equally important components. The expert knowledge and skills in technical and automotive engineering on one hand. On the other hand, an honest interest and perceptiveness for human needs. The synthesis of these two sides manifest our competence.

Acting from our position as "The humanist", always putting people first, does not mean that we should neglect to communicate and capitalise on our substantial level of knowledge and experience within the technical field.

It is the dynamic combination between hard/rational and soft/emotional know-how that make up the foundation of the visual expression and tonality that successfully will communicate the Carspect brand and offer.



We have the tools and skills to perform at the highest level in the technical field

We have the interest and engagement to listen and adapt to human needs.

Tonality and style

In order to be able to visualize, and to bring this equally rational and emotional know-how to life, a considered and high-level visual identity has been developed.

Used in consistency with our graphic/brand guidelines, these core graphic elements constitute a powerful and useful toolbox, that will enable the creation of a strong, dynamic, and consistent Carspect brand.

Our visual language will:

- Lead our customers into relationship with our brand.
- Prepare the minds of consumers for the future of Carspect and create anticipation.
- Frame the Carspect brand personality and experience in anticipation of more progressive, refined and convenient car inspections.

Carspect



Tone of voice

When communicating the Carspect brand in text, always:

- ✓ Be straight to the point and down to earth rather than elaborate.
- ✓ Be personal, not formal.
- ✓ Do not use technical terms unless absolutely needed. If so, do your best to make them as simple and easily understood as possible.
- ✓ Be positive and self-assured, without boasting or exaggerating.
- ✓ Never criticise competitors

5. Communication message

Point of difference in our service offer:

- Longer opening hours
- Always open on Saturdays
- Always drive-in service
- "Closer" site locations
- Always welcome - better atmosphere and sites
- Better service

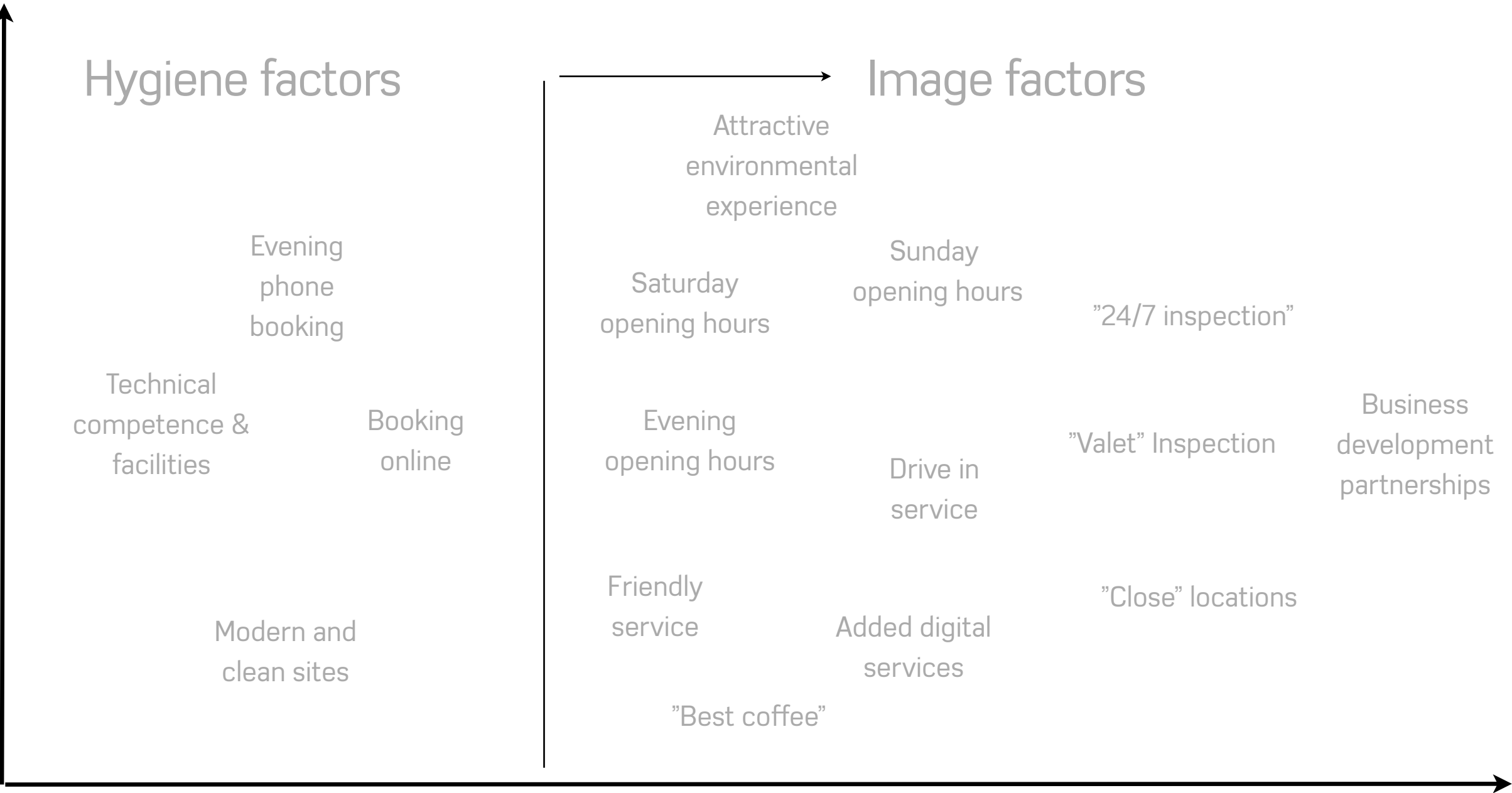
Core Message: Accessibility



Position: The Humanist

- Our communication must always build on the position as The Humanist.
- To transfer our position into communication, we must derive a core message from our position that enables strong and concrete communication.
- Our core message should highlight our point-of-difference in our service offer.
- Our Core Message is therefore defined as Accessibility

Service offer and message needs continuous evolution



- The Vehicle inspection market and the service offered to customers are in constant evolution. Today's Image factors are tomorrows Hygiene factors
- Our communication always must build on our Image factors (point-of-difference)
- When we enter the Swedish market, Accessibility defined as generous opening hours, "close" locations and drive-through services are Image factors for Carspect that could carry a strong communication.
- As the market evolves and Image factors turn Hygiene factors, our communication constantly needs to reflect this evolution.



En ny tid för bilbesiktning.

En ny tid för bilbesiktning.

”En ny bilbesiktning” (A new vehicle inspector)

Carspect is a new player in a market, that to most consumers, is immediately linked to one company.

En ny tid (A new time/era)

Refers to our new take on car inspection, as well as the new booking times available for car inspection.

Carspect
En ny tid för bilbesiktning.



Tagline

- The tagline "En ny tid för bilbesiktning" (A new time/era for vehicle inspection) should be used as a Launch Tagline when entering the Swedish market.
- The Launch Tagline establishes Carspect as an innovator and put the spotlight on us as a new actor within the category
- The lifespan for the Launch Tagline is 1-2 years depending on the market situation.
- The Launch Tagline should then be replaced with a Position Tagline. This is a long term tagline that builds Carspects position as The Humanist



Year 1

Year 2

Launch Tagline

"En ny tid för bilbesiktning"



Year 3

Launch of Position Tagline.

This tagline should build Carspect as the Humanist

6. Communication concept

Attitude

If you stand for something,
you will always find that some people are with
you and some against you.

If you stand for nothing
you will find nobody against you,
and nobody with you.



**It's more fun
to be No.2.
You've got
someplace to go.**



Avis Vice Pres., Burl Marrow

"A disease is sweeping the country today. I call it Corporationitis. Big companies catch it. The danger signal is when you try to get a box of paper clips and four vice-presidents have to okay the requisition. Working in slow-motion is no fun. At Avis we get things done fast. Our cars are washed before they're rented. Our gas tanks are filled to the top. Our ashtrays are empty. The car we give you is a new car like a lively, super-torque Ford. It's easier to get these things done at Avis. You see, we're still small enough to tell the car polishers from the apple polishers."

TIME, MARCH 12, 1964

© 1999 Avis Rent a Car System, Inc.

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Comparatives

Comparison of adjectives

In grammar, the comparative is the form of an adjective or adverb which denotes the degree or grade by which a person, thing, or other entity has a property or quality greater or less in extent than that of another, and is used in this context with a subordinating conjunction, such as than, as...as, etc.

* "Be positive and self-assured, without boasting or exaggerating."

(From Tone of Voice)

(One-Syllable) Adjective	Comparative	Superlative* Form
Hard	Hard <u>er</u>	Hardest
Fast	Faster <u>er</u>	Fastest
Nice	Nicer <u>er</u>	Nicest
New	Newer <u>er</u>	Newest
etc.	etc.	etc.
Samples in Swedish:	Samples in Swedish:	Samples in Swedish:
Öppen	Öppn <u>are</u>	Öppnast
Vaken	Vakn <u>are</u>	Vaknast
Nära	Närm <u>are</u>	Närmast
Ledig	Ledig <u>are</u>	Ledigast

Billboards

Öppnare.

Drop-in lördag 10.00 – 13.00.
Välkommen när du har en stund över.



www.carspect.se

Carspect
En ny tid för bilbesiktning.

www.carspect.se

En ny tid för bilbesiktning.
Carspect

Vaknare.

Drop-in vardagar till 20.00.
Sväng förbi när det passar dig.

www.carspect.se

Carspect
En ny tid för bilbesiktning.



www.carspect.se

En ny tid för bilbesiktning.
Carspect



Print advertising

Öppnare.

Nu är det nya tider. Hos oss på Carspect kan du komma förbi och besikta bilen när det passar dig. Om du gillar tanken att det ska vara så smidigt som möjligt att få bilen säkert kontrollerad, är du välkommen till någon av våra fräscha stationer. Vi bjuder på kaffe, tidningar, Internet och en pratstund om du vill.



Carspect finns idag på sju europeiska marknader och har x xxx anställda. Inom fem år är målet att ha xx besiktningsstationer i Sverige.

www.carspect.se

Vardagar: 07.00-20.00. Lördag: 09.00-13.00.
Boka på www.carspect.se eller drop-in.

Kommendörsgatan 37. Roslagsgatan 15.
Birger Jarlstaten 88. Bondeg 11. Sveavägen 4.

Carspect
En ny tid för bilbesiktning.

carspect

Vaknare.

Vi är ett nystartat besiktningsföretag och vet att bästa sättet att vinna ditt förtroende är att överträffa dina förväntningar. Helt enkelt vara vaknare och ge dig det du vill ha av en modern bilprovning. Mänskligare öppettider. Drop-in-tider. Stationer som ligger nära. Människor som kan bilar men som också är intresserade av att lyssna och göra det där lilla extra. När ses vi?



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Närmare.

Hur är läget? Centralt är vårt svar. När du ska besiktiga bilen kan du från och med nu hitta en besiktningstation som ligger närmare dig. Håll bara utkik efter en skylt det står Carspect på. Dessutom har vi drop-in-tider, öppet längre och på lördagar. Ses vi i kväll?



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Carspect
En ny tid för bilbesiktning.

carspect

En ny tid för bilbesiktning.

I många långa år har bilbesiktning gått till på samma sätt. Men nu är förändringens tid här. Från den 1 juli 2010 avskaffas monopolet och vi tänker öppet och ärligt utmana Svensk Bilprovning. Inte genom att göra likadant utan genom att göra annorlunda. Det finns plats för flera. Frågan är bara vilken plats du väljer?



Carspect finns idag på sju europeiska marknader och har x xxx anställda. Inom fem år är målet att ha xx besiktningstationer i Sverige.

Vardagar: 07.00-20.00. Lördag: 09.00-13.00. Boka på www.carspect.se eller drop-in.

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Carspect
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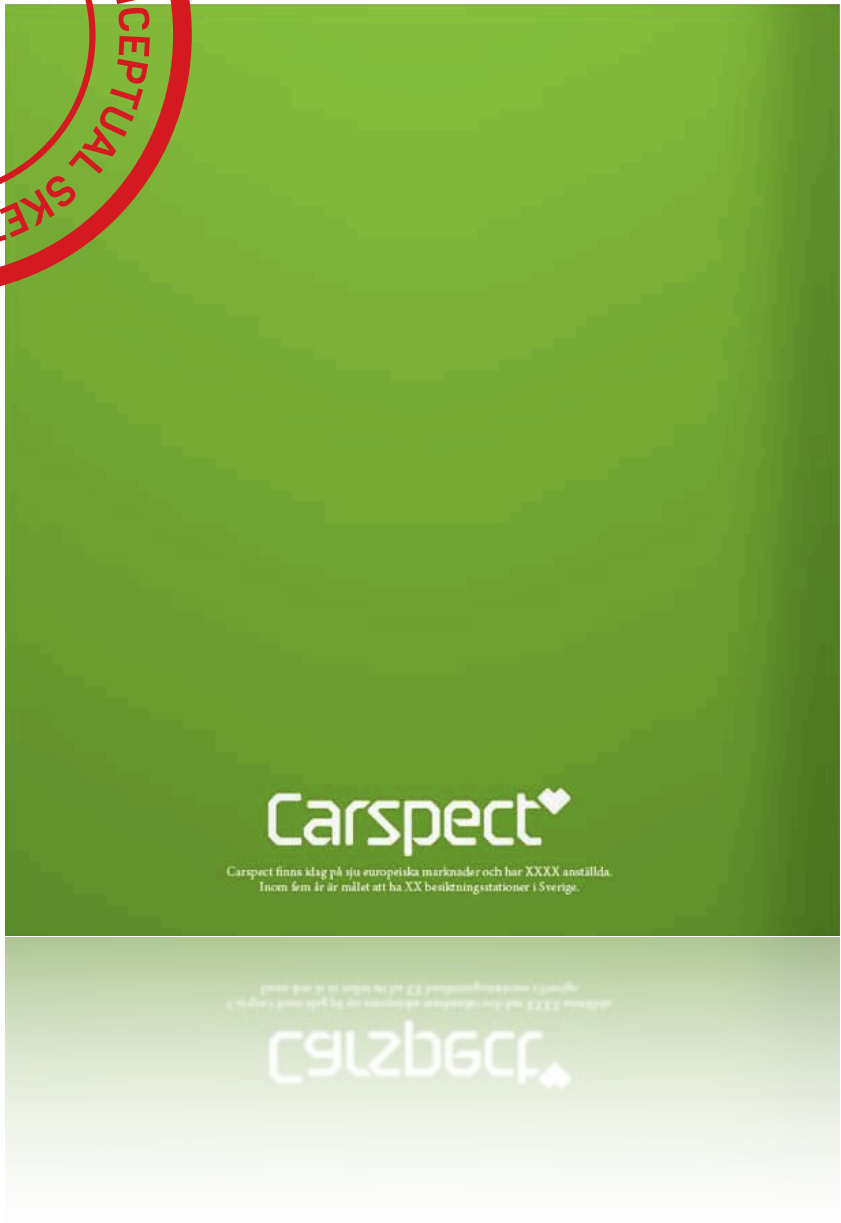


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Kommendörsgatan 37. Roslagsgatan 15. Birger Jarlstaten 88. Bondeg 11. Sveavägen 4.

Direct marketing





Carspect är ett nystartat företag som har över 100 års erfarenhet.

Det är inte så konstigt som det kanske låter. Allt började 1907 i Finland och idag är vi ledande på sju europeiska marknader. Nu tar vi de första stegen i Sverige och etablerar ett antal stationer. Vårt mål är att snabbt bli nummer två efter Svensk Bilprovning.

Vår idé är att satsa på stationer i bra lägen, kvälls- och lördagsöppet, drop-in-tider och personlig service utöver det vanliga. Sväng gärna förbi när du har en stund över och vi lovar att göra allt för att överträffa dina förväntningar.

Just att du kan göra besiktningen när det passar dig är något som gör att du slipper krångel. Självklart kan du också boka en tid på vanligt sätt. Gå in på www.carspect.se eller ring 0771-000 000.

Välkommen till en ny tid för bilbesiktning.

Local adaptations

The importance of a local message

- An important element in our core message, accessibility, is "closer" locations. Local presence will be a key success factor in our business.
- Our communication should therefor always be made locally relevant both in terms of message and media channels.
- With the combination of service station specific message and hyper-local media channels, we will maximise communication relevance and effectiveness.
- Where possible, communication message should include a station specific message (for example contact details and images of the local station)

Personligare.

Deliscilla adigna consequat. Ut am eliquisi tatie miniam quamet autat voloreet ea alit adio dolo-rem dion venibh erci tis aci bla con eum.

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Välkommen,
Per Christiansson
Stationschef, Roslagsgatan 15



Carspect finns idag på sju europeiska mark-nader och har x xxx anställda. Inom fem år är målet att ha xx besiktningsta-tioner i Sverige.

Vardagar: 0700-20.00. Lördag 09.00-13.00. Boka på www.carspect.se eller drop-in.

Kommendörsgatan 37. Roslagsgatan 15. Birger Jarlsgatan 88. Bondegatan 11. Sveavägen 4.

Carspect
En ny tid för bilbesiktning.

www.carpsect.se



Direct marketing

Print advertising

Personligare.

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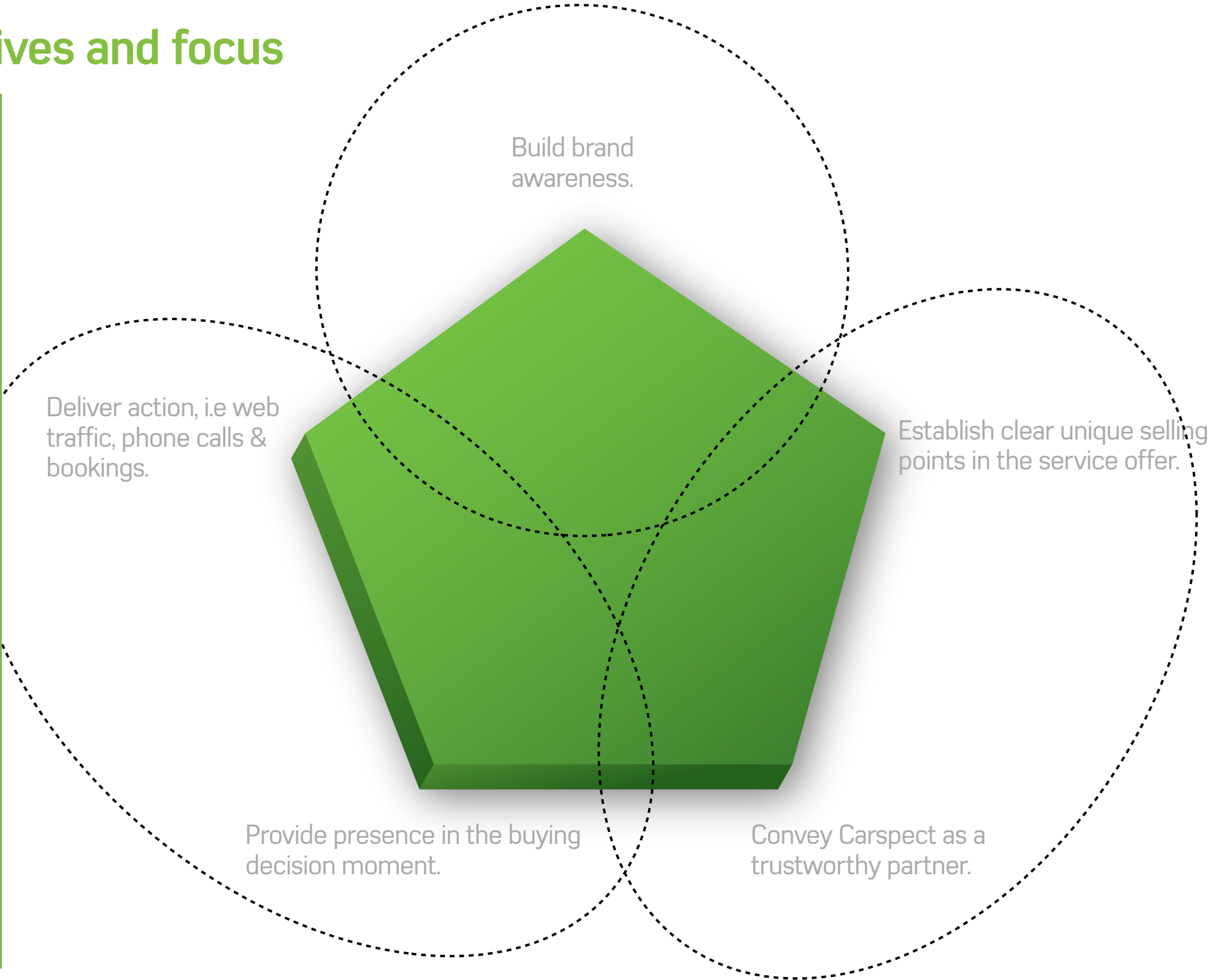
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Carspect

7. Media planning & channels

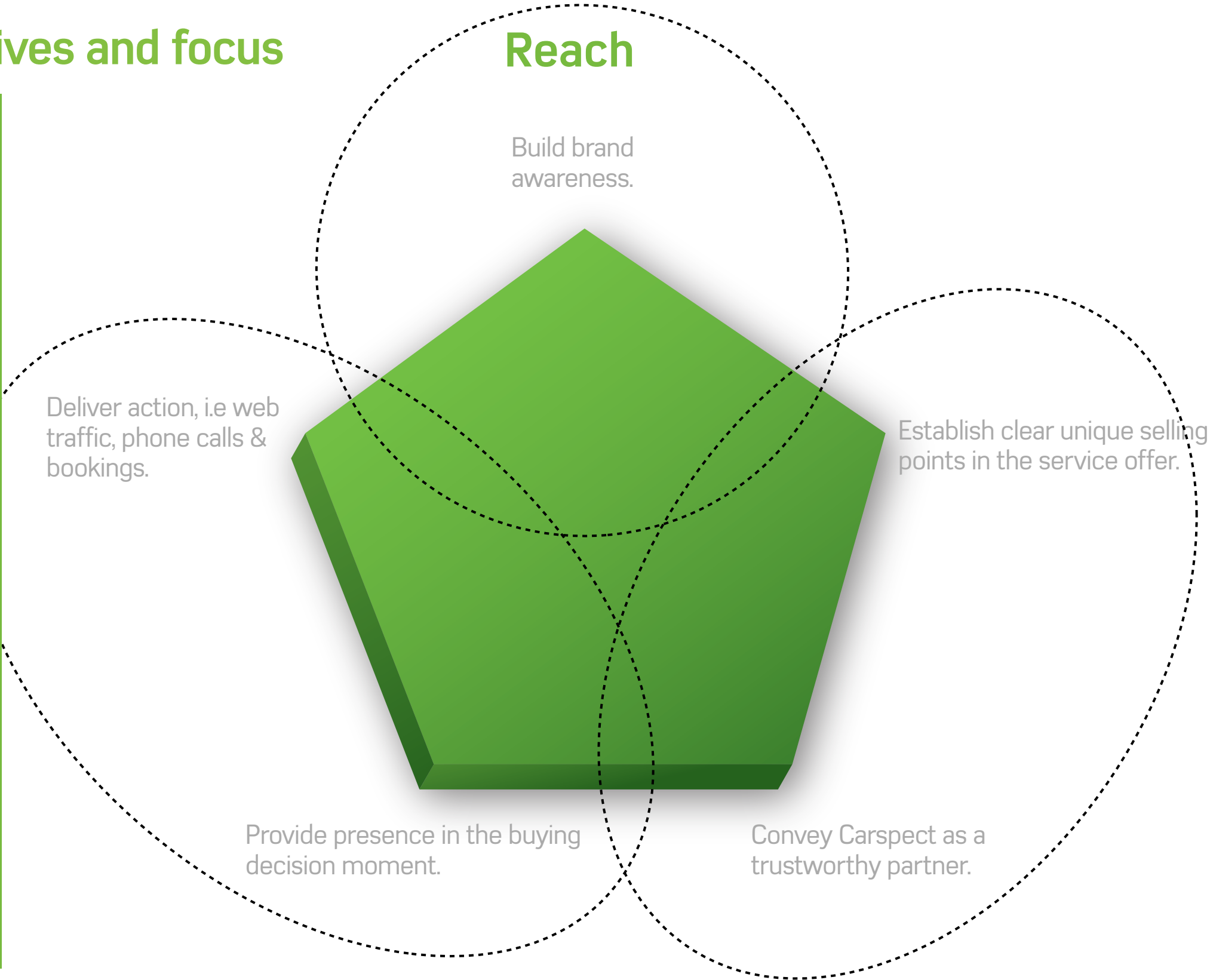
Communication objectives and focus

- Our communication must deliver on five different objectives as the model indicates.
- To fulfill these objectives, we must focus on three types of communication channels and messages - Image, Reach and Call-to-Action
- Image communication strives to build attractive brand associations.
- Reach communication strives to build brand awareness.
- Call-to-action communication should deliver action.
- Obviously, all communication will to some degree deliver on all objectives. This model should be used to secure that we use communication methods that covers all objectives.



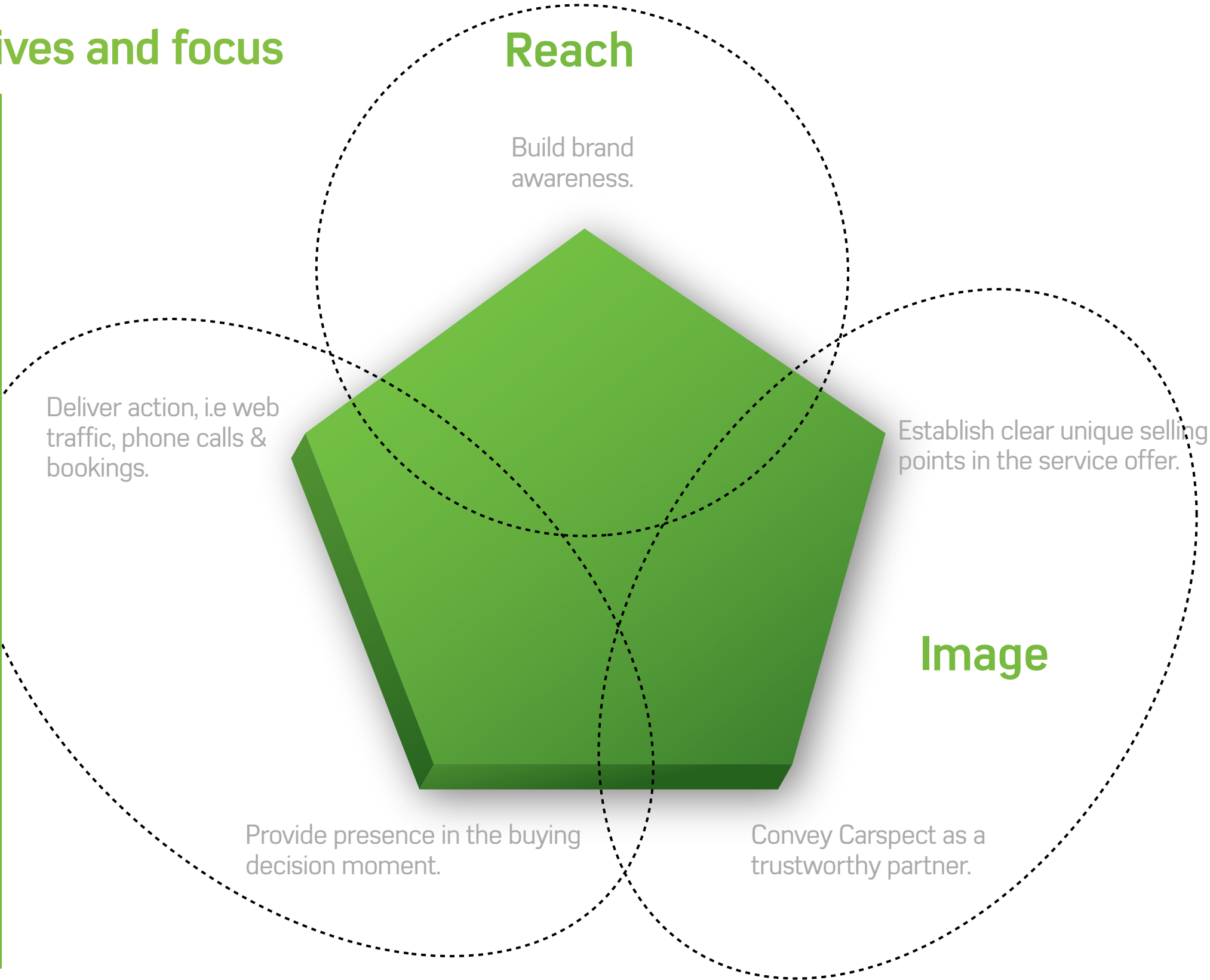
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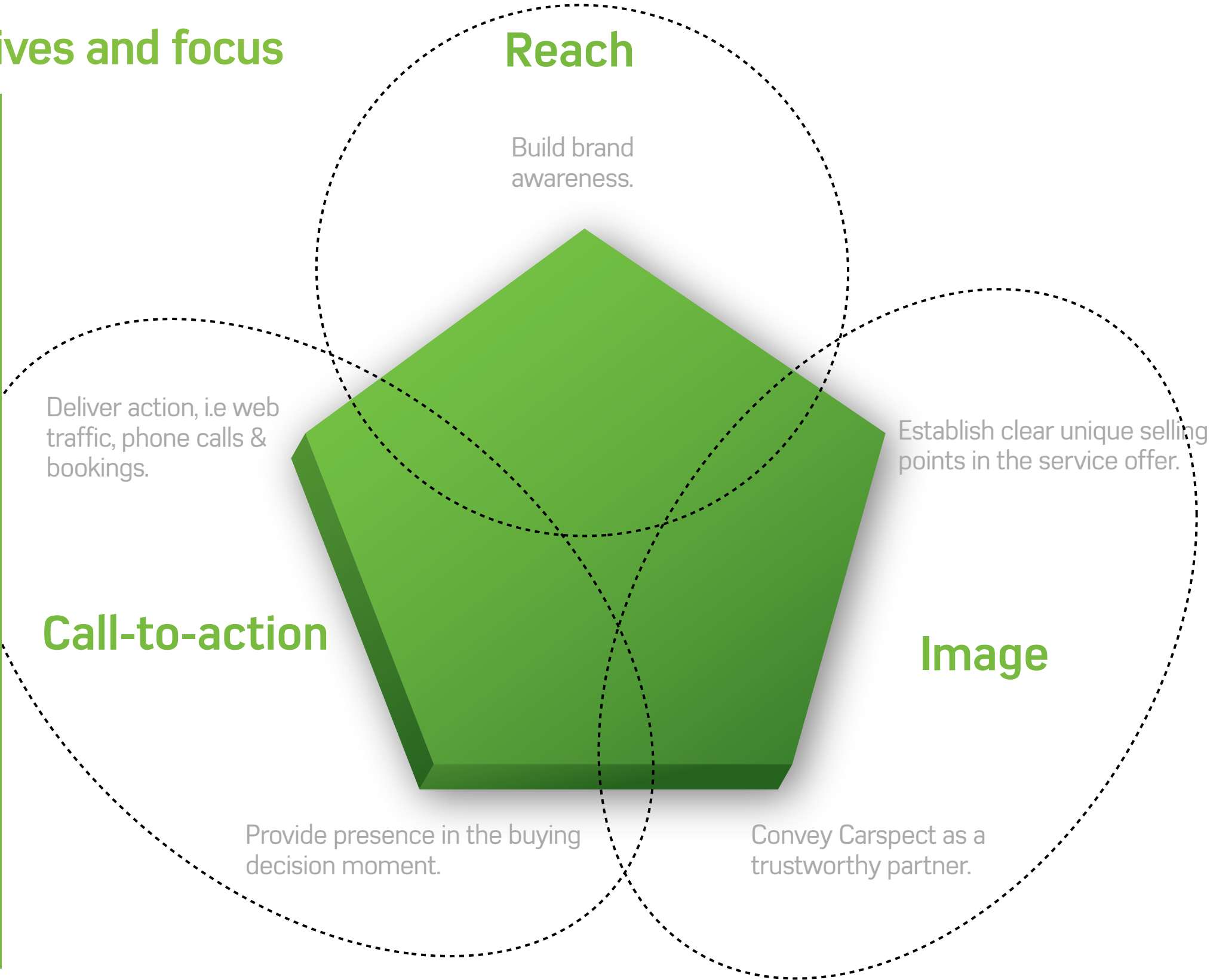
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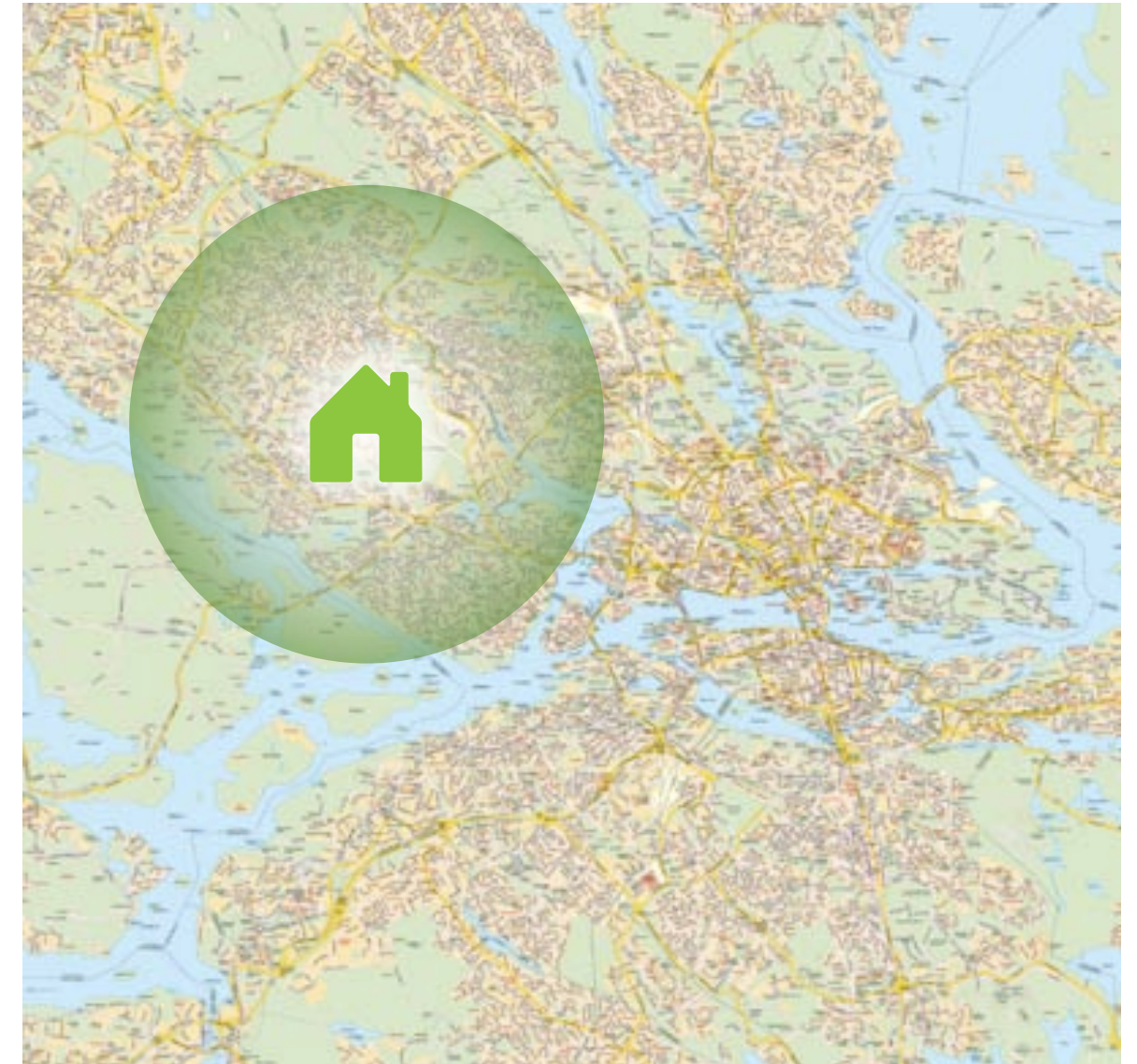
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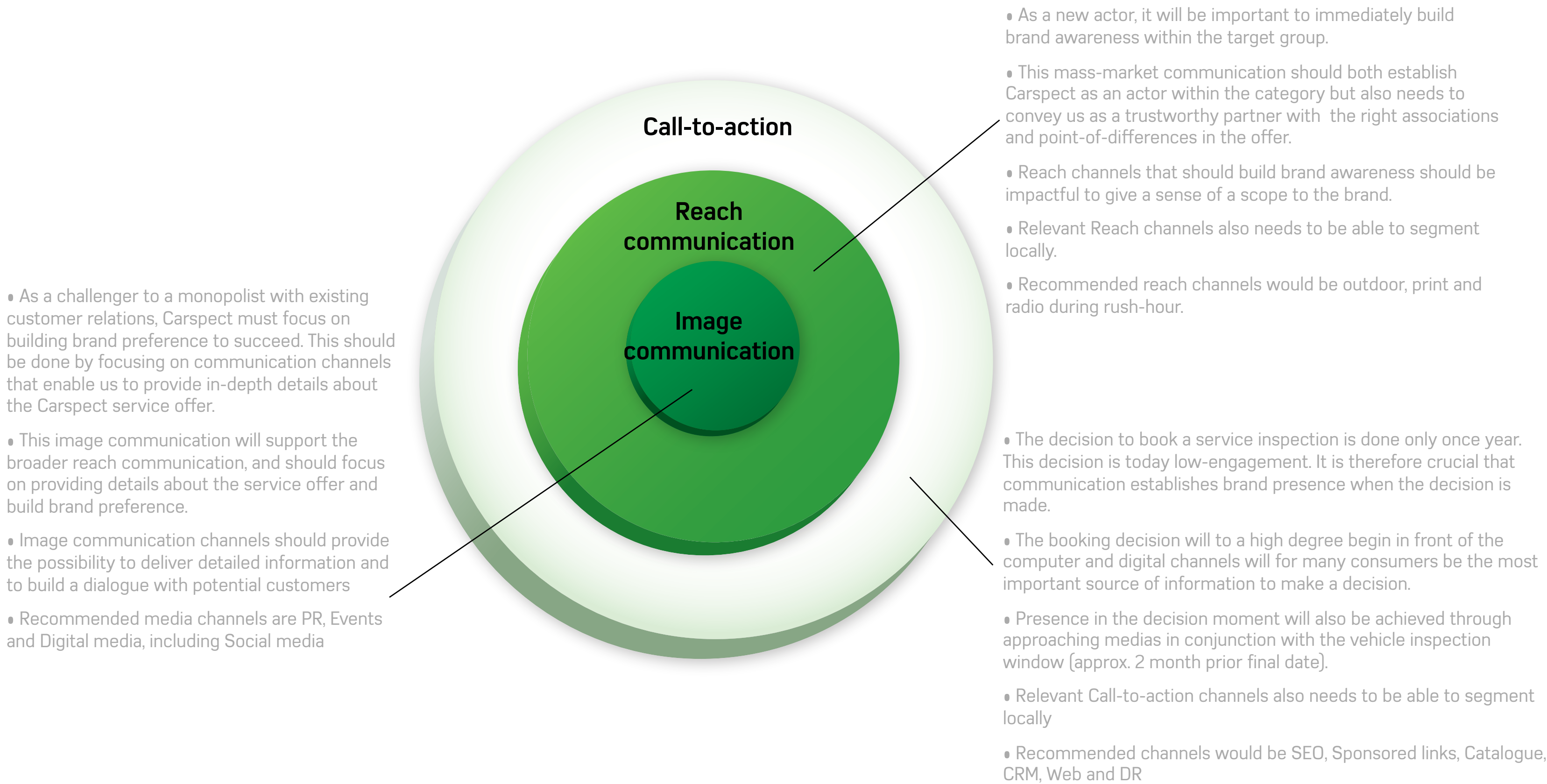
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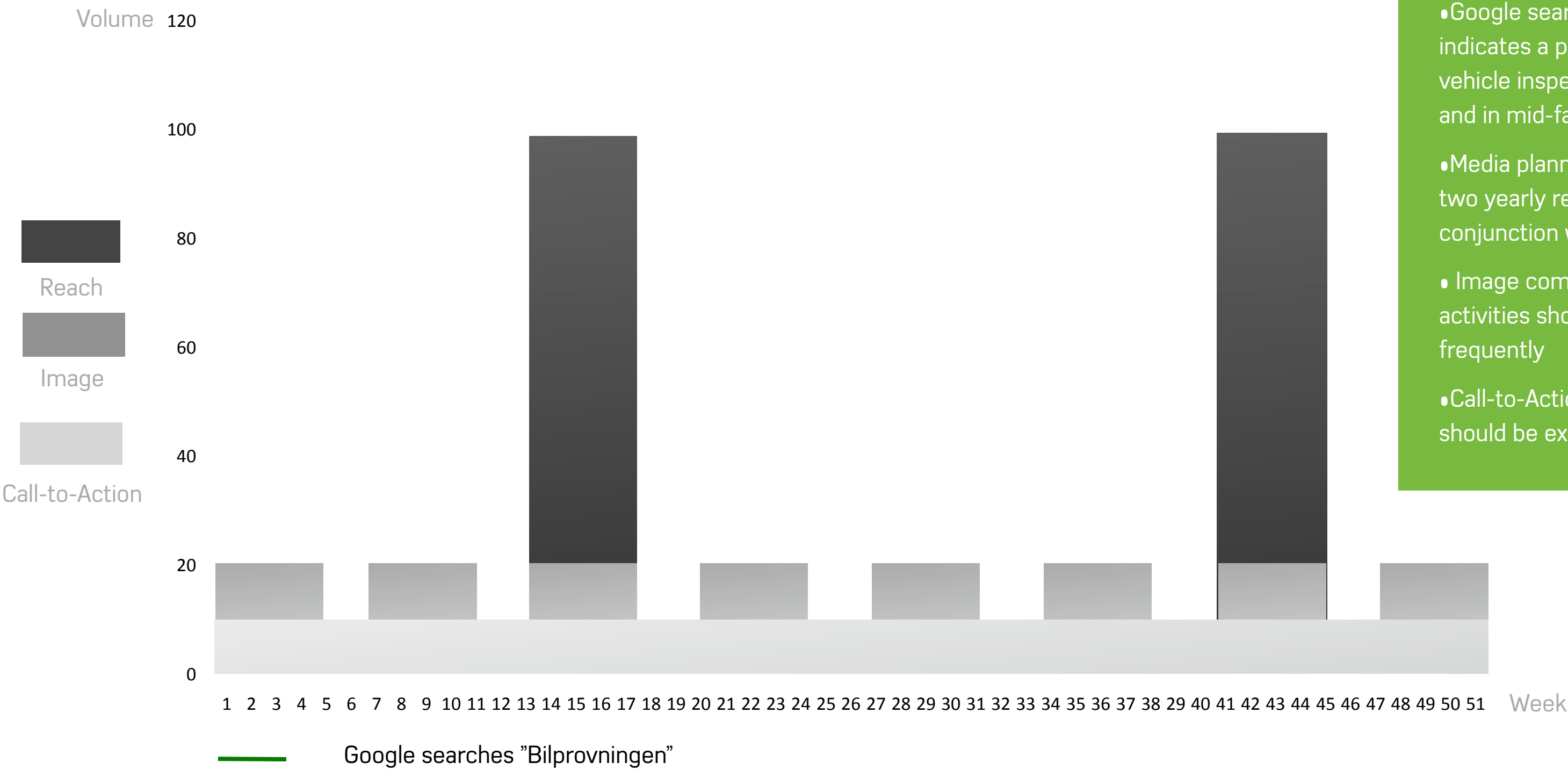
The importance of Local media channels

- Media channels possible to segment to a local geographical segment should be prioritised in our media planning.
- Preference for "hyper-local" media channels with possibility to direct communication within the given catchment area around our service stations only (i.e. hand-picked outdoor sites, segmented DM, targeted press)
- The catchment area for each service station needs to be defined for each station individually, depending on factors such as infrastructure, inhabitants, competitors.





Communication year



- Google search behavior indicates a peak interest in vehicle inspection in mid-spring and in mid-fall
- Media planning should include two yearly reach campaigns, in conjunction with these peaks.
- Image communication activities should be done frequently
- Call-to-Action communication should be executed year-round

8. Summary

Target group	Definition	Objectives	Focus	Channels	Media planning	Evaluation
Primary	Psycho-graphic parameters (lifestyle, values and consumer behavior.	Build brand preference	Image	PR, Digital and Social Media, Web, Events	Multiple activation periods	Brand association index
Secondary	Demographic parameters 30 - 54 years	Build brand awareness	Reach	Outdoor, Print, Radio, Online, Partnership	Selected campaign periods	Brand awareness index
Universe	Car ownership	Establish brand presence	Call-to-action	SEO, Adwords, CRM. Catalogue, ADR	Year-round	Traffic & Bookings

Carspect[♥]

Communication Platform

Identity Works
March 5th, 2010