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Our Agenda for Today...

1. **STRATEGIC OVERVIEW**
2. **OBJECTIVE & KEY STRATEGIES**
3. **AUDIENCE SEGMENTATION**
4. **BRAND PERSONA**
5. **KEY INSIGHTS**
6. **COMPETITION**
7. **OUR STRATEGY**

Strategic Overview

We hope to develop and establish specific strategies that will allow Uniroyal tires to connect to Generation Z and their love for experience and travel. We believe by honing in on the brands attributes of affordability, dependability, and value we can build significant relationships and increase assisted brand awareness.

Objective & Key Strategies

Key Objective: Establish Uniroyal as the travel and experience value brand by Michelin.

Key Strategies:

1. Elevate and update social media to increase content engagement
2. Develop experiential marketing programs to connect to Gen Z
3. Market Uniroyal as the value brand by Michelin



Audience & Segments

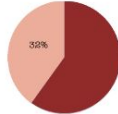
- Primary: Generation Z
- Secondary: Those who Generation Z trust
 - Friends
 - Parents
 - Experts
- Focused Efforts: Reaching our primary and secondary audiences by connecting the Uniroyal brand with Michelin and selling the **“Uniroyal Experience”**.

INNOVATIVE & AFFORDABLE

Adventurous Connected Motivated Economical

PROFILE

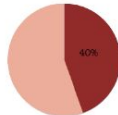
32% of entire population



85% use social media to learn about new products



Account for 40% of US consumers



Hold \$44 B in buying power



PERSONALITY

- Adventurous and outgoing
- Stressed about their future and finances
- Technology advanced
- Influenced by friends, family, and expert opinions
- Influenced by millennial trends
- Value relationships
- Retroactive

BRAND ATTITUDES

- Trust value brands
- Appreciate well branded content
- Connect to transparent and authentic brands

MOTIVATIONS

- Being validated and rewarded
- Security
- Performance
- Money and Success
- Affirmation

KEY INSIGHTS

ADVENTUROUS

The **adventure-seeking, fun-loving** Gen Z is in the hot trail for blazing **their own paths**. They are interested in exploring the road less traveled and getting the most bang for their buck. Uniroyal will create the **value-driven experiences** they are longing for.

CONNECTED

Gen Z is connected both **digitally and interpersonally**. They use digital platforms to interact with others and learn about new products. They value their relationships and friendships, and are easily **influenced** by those they **trust**.

ECONOMICAL

Associate the **high quality** and well-known reputation of Michelin tires with Uniroyal's products. Gen Z is **pragmatic** and desires stability and security. Michelin's reputation offers Uniroyal the opportunity to **target both** Gen Z and those they trust (i.e. parents).



Goodyear is “all around the world”



Value brand of Goodyear; has not advertised since acquisition.



Adventurous, Off-roading, extreme, enthusiastic



“Uncle Cooper” - A figure one can trust and turn to for all their tire needs.

Brand Positioning & Value Proposition

Brand Positioning

- **Brand Mantra:** Valuable experiences at affordable prices.
- **Our voice, our message:** Innovative, Exciting, and Dependable
- Tires that can take you anywhere.

The Consumer Value Proposition:

- **Experiential:** Experiences that matter.
- **Affordable:** Cost efficient in the T3 category.
- **Credible:** Value brand of Michelin.

Our Strategy (S.A.V.E)

- **Solution: Quality tires at a value price**
 - Innovative, Affordable, and Credible; Uniroyal is Equally targeting Gen Z and those they trust.
- **Access: Partnerships with distributors and accessibility on digital platforms**
 - Primarily, tires are distributed through wholesalers, retailers, than consumers.
 - Digital platforms
- **Value: Attractive prices amongst competitors**
- **Engagement: Optimizing online and in person brand exposure techniques**
 - Be bold, be present, be where Gen Z is.
 - Elevate and update social media platforms.
 - Increasing brand exposure through various touchpoints
 - Focus on targeting our secondary audience just as much as our primary.

THANK YOU!

