

FEBRUARY eCOMMERCE FLOOR PROTECTION CHALLENGE



- **What is the problem we are trying to solve?**
 - History has shown us that WeatherTech is going to be at the Super Bowl. How are we going to “compete” off the field, and/or capitalize on the awareness they create around floor protection?
- **Creative Strategy:**
 - Campaign that targets the competition; **Blunt WeatherTech**
 - Hit hard on all the advantages of Chevrolet, Buick, GMC and Cadillac Premium Floor Protection
 - Invite owners to experience the **only Floor Protection that is Designed, Engineered, Tested and Backed by <Brand>**
 - Incorporate “Get Ready for Spring” messaging where applicable
- **Offer Strategy:**
 - 15% below MSRP entices them to try it!



CHEVROLET ACCESSORIES FLOOR PROTECTION VS. THE COMPETITION		
	CHEVROLET ACCESSORIES	THE COMPETITION
Designed by the same team who worked on your vehicle interior	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Engineered by Chevrolet and the team that knows your vehicle best	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tested to the stringent standards of Chevrolet	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Backed by the new vehicle limited warranty when installed at the time of delivery	<input checked="" type="checkbox"/>	<input type="checkbox"/>



everybody in.

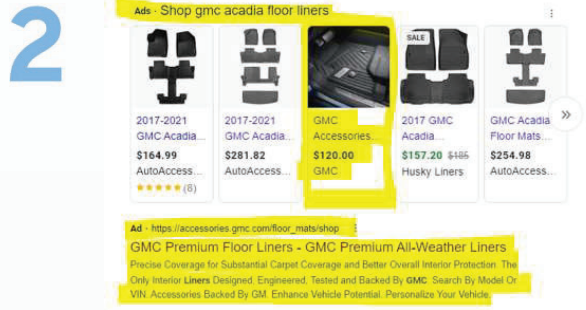
FEBRUARY 2023 eCOMMERCE RETAIL ACTIVATION



BUICK ACCESSORIES FLOOR PROTECTION VS. THE COMPETITION		BUICK ACCESSORIES	THE COMPETITION
Designed by the same team who worked on your vehicle interior	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Engineered by BUICK and the team that knows your vehicle best	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Tested to the stringent standards of Buick	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Backed by the new vehicle limited warranty when installed at the time of delivery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

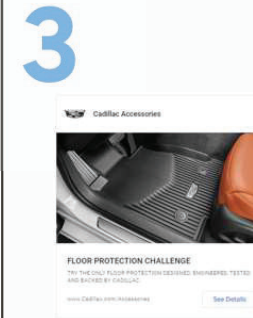
FLOOR PROTECTION LEAD OFFER + NEW CAMPAIGN PLATFORM (Buick example)

The "Floor Protection Challenge" invites owners to experience the only floor protection that is Designed, Engineered, Tested and Backed by GM. 15% below MSRP entices them to try it!



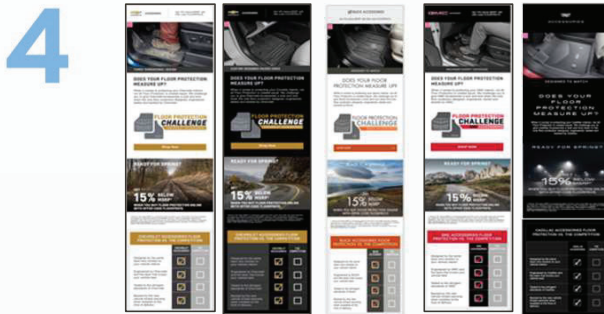
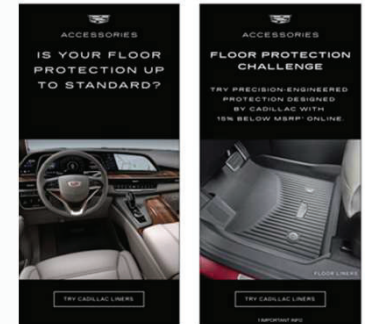
CONSISTENT SEARCH PRESENCE (GMC example)

Text ads and the ongoing rollout of Shopping Ads ensure we are ready to capture demand



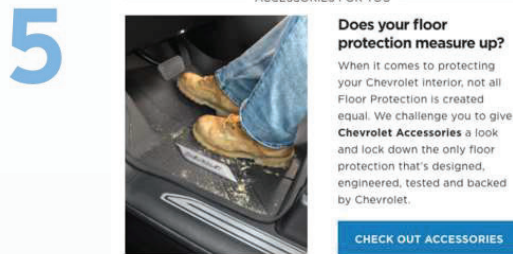
ALWAYS ON DIGITAL DISPLAY BANNERS (Cadillac examples)

Retargeting site visitors that haven't purchased



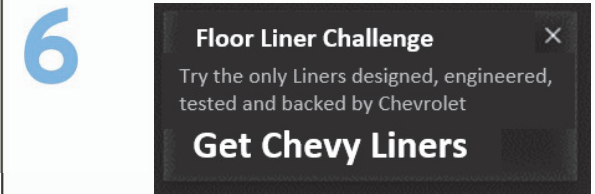
ACCESSORIES ECOMMERCE RAPID RETAIL EMAIL CAMPAIGN (5 versions)

Targeting 2016 MY and newer owners that bought in the last 2 years (excluding EV vehicles)



BRAND & ADJACENCY EMAIL INTEGRATIONS (Fleet Advisor example)

Promo tiles in daily OnStar Vehicle Diagnostics Report (OVD) emails, Parts Ecommerce Rapid Retail emails, Fleet Advisor emails, and Chevrolet eNewsletters



BRAND & ADJACENCY SITE + APP INTEGRATIONS (myChevrolet App Home Screen Tile mockup)

myBrand Apps Home Screen Tile (2/9-2/28), Chevrolet.com and GMC.com homepage promo tiles, "GMC Life" story about Floor Protection (GMC.com), GMFinancial.com/CadillacFinancial.com Special Offers Card, GM Financial/Cadillac Financial "My Account" Dashboard Offer

everybody in.

BRAND INTEGRATIONS



- **Promoboxx**

- Ready-to-Post social media content for February Floor Protection Challenge to be shared on enrolled Dealership's Facebook, Twitter, and Instagram across all 4 brands

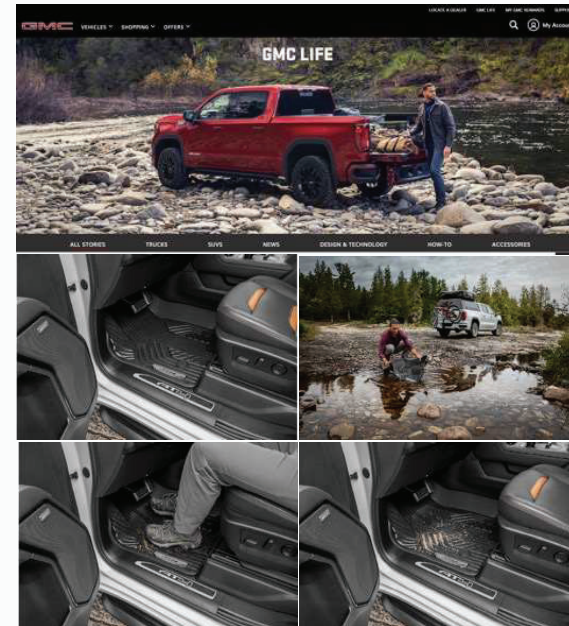
- **GMC Life**

- Updates to the existing Floor Liners story for February

- **Live / Studio Update**

- GMC:
 - Sierra AT4X on display, following with Yukon, Hummer, and Canyon (Truck Season)
- Chevy:
 - Focus on Silverado/Colorado
- Cadillac:
 - Providing VINs this week for upfit
- Buick:
 - Providing sales data for further recommendations on general upfits

everybody in.



2023 Accessories Ecommerce Retail Planning Calendar



	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
	Get Organized	Floor Protection Challenge	Truck Season	Spring Protection	Buy More. Get More. Online Sales Event		Summer Fun		Deal Days	Seasons Change		Year End Sales Event
	1/4 - 1/31	2/1-2/28	3/1-4/4	4/5-5/2	5/3-5/31	6/1-7/5	7/6-8/1	8/2-8/31	9/1-9/30	10/1-10/31		11/1-1/3
Chevy												
GMC												
Buick												
Cadillac												
	15% Interior + Exterior Cargo Mgt Categories	15% Floor Liners, Floor Mats, Cargo Protection Sub-Categories	xx% Bed Products Category	xx% Exterior Category	<u>Scaled Offer</u> xx% with \$150-\$249 xx% with \$250-\$599 xx% with \$600+		xx% Trailing Category	xx% Exterior	xx% Exterior	xx% Ext. Cargo Mgmt xx% Perf (C/G/K) Sec. & Prot. (B) xx% Wheels/Whl Pkgs xx% Electronics (B/K) Bed Products (C/G) xx% Exterior xx% Eligible	xx% Floor Liners, Floor Mats, Cargo Protection	<u>Scaled Offer</u> xx% with \$150-\$249 xx% with \$250-\$499 xx% with \$600+