

## Creative Briefing Form

### Briefing Details

#### Contact for review/approval process: name, phone and email address

Lyndsey Flood  
[lflood@subaru.co.uk](mailto:lflood@subaru.co.uk)  
07587 033731

#### Campaign start and end dates

August for a period of 4 weeks

### Briefing Guidelines

#### Brand/advertiser name (as it should appear in the commercials)

Subaru

#### Background

Subaru is a niche automotive manufacturer; in the UK, IM Group is the sole distributor of the brand. Market share in the UK is tiny and sales have been dramatically impacted by Covid-19. While the automotive industry is slowly starting to bounce back, Subaru is still struggling – but we have sales targets that we must meet before the end of the year including launching the all-new Subaru Outback from 27th May.

This launch will be phased with a soft launch at the end of May. Activity will be ramped up mid-July going into August and September which is when we will be introducing radio.

Now in its 6<sup>th</sup> generation since launching 25 years ago, all-new Outback is, quite simply, the toughest, most rugged, most capable Subaru SUV ever produced.

All-new Outback is our most technically advanced, luxurious, and safest yet. Like you, it lives for the weekend. With permanent all-wheel drive off-road capability, proven reliability and advanced safety features, the all-new Subaru Outback comes to live on weekend adventures. Built to explore Britain's wildest corners, the all-new Outback effortlessly shrugs off muddy fields, icy conditions, steep ascents and sharp corners with ease.

### Campaign objectives

We will not be launching all-new Outback with an offer so it will be brand focused with the view of increasing awareness and driving test drive enquiries from the marketing activity. Customers can either visit [www.subaru.co.uk](http://www.subaru.co.uk) to find out more about the Outback and book a test drive or visit their local Subaru dealer.

We envisage all-new Outback to make up 40% of our sales targets which will become our best selling model in the SUV range with the rest of the sales predominantly being made up from Forester and XV.

Our overall communication objectives are:

1. Increase brand awareness of all-new Outback and Subaru in general.
2. Increase brand consideration for Subaru.
3. Drive qualified leads to Subaru.

### Target audience demographics

Our audience is 57% male and aged around 51. Their average income is £46k and 71% of our audiences are ABC1.

Categorised as Outdoors, Active, Technical and Scrutinizers (OATS), they are outer focussed and sociable. Environmentally conscious and conscious of others, they are particularly interested in other cultures and curious in nature. Forward thinking, they regard technology as a benefit and actively seek new innovations. Married and 35% still have kids in the house, family comes first for them.

They like to pursue a life of challenge, novelty and change. OATS have a keen sense of adventure and love to travel/explore, especially off the beaten track. They very much prefer to be active rather than staying at home and enjoy various activities such as hiking, hunting, shooting, fishing visiting English Heritage sites etc. For them life is for living!

Reliability and build quality are key purchase considerations. OATS take pride in their car and look after it, as it enables them to live their lives to the full. It has to be functional and dependable! Safety is vital! Their car is almost part of the family used heavily and for more than just a quick trip to the shops.

(detailed audience profile attached with this brief)

### Desired perception of the brand

Prompted awareness of the Subaru brand in the UK is high (around 90%) but this is strongly linked to the success of Colin McRae and the Subaru World Rally team in the 1990s. We're still best known for the gold-wheeled blue Impreza and the associated

connotations of boy racers, car park donuts and bank robbers! In reality, Subaru no longer builds the old-style Impreza and we have just one sports vehicle in the range (the BRZ); the Subaru brand has moved on.

Subaru is the largest manufacturer of All-Wheel Drive vehicles globally, with the unique combination of Boxer engine and permanent Symmetrical All-Wheel Drive (SAWD) underpinning all our vehicles (with the exception of BRZ).

With all-new Outback a new generation of adventure begins with the launch of the most technologically advanced and luxurious Subaru Outback ever.

Not all SUVs are created equal. Some look the part, but deep down they're not really up to the task. Then there are the others, built from the ground up to deliver performance you can rely on. Subaru Outback is the real thing so if you want a car that will confidently handle pretty much any road or weather condition you could throw at it, Outback is a sound choice.

#### Tone of voice

Voice over - Male; middle-aged; warm; intelligent and knowing without being condescending. The tone needs to be authoritative, inviting and credible. A neutral accent would be preferable.

#### Creative requirements (existing straplines, voices, music etc.)

Dramatic music  
The next generation of adventure.

#### Key messages in order of importance

1. Introducing the all-new Subaru Outback
2. From £33,995
3. Key features as standard
3. Available in dealerships across the UK now – book a test drive

Something along the lines of:

“Introducing the all-new Subaru Outback from £33,995. With permanent all-wheel drive capability, proven reliability and advanced safety features fitted as standard, the all-new Subaru Outback is the next generation of adventure. Available from your local Subaru dealer now. Find out more at [subaru.co.uk](http://subaru.co.uk) to book a test drive and discover how Subaru fits into your world.”

**Call to action**

Visit [www.subaru.co.uk](http://www.subaru.co.uk) for more information or visit you local Subaru dealer to book a test.

**Commercial duration (if known or applicable)**

5 weeks

**Other channels/media running concurrently?**

We will be running always on activity with PPC and paid Facebook advertising and YouTube advertising.

Emails and direct mail as well as organic social will also be utilised during the campaign.

Dealers will also placing press ads with their local magazines.