



DeGroot
SCHOOL OF BUSINESS



HIGH SCHOOL
BUSINESS
HEROES

2017

Case Package

Setay Automotive Background Information

Setay Automotive Group is a family owned and operated business that has been an integral part of the community since 1968. With 6 dealerships located in Hamilton, Waterloo and Guelph, we have been providing customers with quality products and service for almost 50 years

Marketing Plan Objective

To increase leads and traffic, as well as loyalty and brand visibility to achieve higher sales volumes at all of our dealerships within the group. This is to be achieved using a strategic marketing plan that incorporates both digital and traditional forms of marketing.

Case Brief

This year's challenge is to build a strategic marketing plan for automotive sales, leveraging relevant advertising mediums with consideration for "today's" buyer. You will need to conduct research into automobile sales, past marketing strategies in this field, and new marketing opportunities making use of technology that exists today. Along with this you will need to show an understanding of "today's" buyer, and how that typical buyer may have changed over the last decade. You will look at past and current marketing strategies and then come up with a new marketing strategy that will appeal to "today's" buyer and will combine both digital and traditional marketing methods.

Points to Consider

- Business Objectives
 - How will your idea increase leads and traffic for the entire Setay Automotive Group?
 - How will you increase customer loyalty and brand visibility in the marketplace?
- Communications Objectives
 - What is the overall communication goal of this campaign?
 - How are you going to communicate with "today's" buyer to create new and repeat interest in the brand?
- Target Audience Alignment
 - How are you going to address and segment the target market? Older millennials, younger millennials?
 - How will you be able to connect with the targeted demographic? Through advertising? Through social media? Through the creation of relationships or in-store events?

- Key Selling Ideas
 - What features/benefits of the Setay group of dealerships do you plan to use to engage the target market?

- Creative Approach
 - Describe the 'hook' that will engage the consumer with your campaign. Outline the innovation, uniqueness and creativity delivered by your campaign to the target audience. What non-traditional media opportunities will be utilized through the campaign?
 - We encourage you to use all digital space.
 - How will you be able to creatively engage your audience and meet the organization's expectations?

- The Competition
 - Who are Setay's competitors? What strategies do its competitors use that are successful?
 - Analyze strategies, which through research, you see as successful.

HSBH 2017 Contact Information

Program Advisor: Mandeep Malik, Assistant Professor of Marketing

- Tel.: 905-525-9140, ext. 23972
- E-mail: malikm@mcmaster.ca

Co-Chairs: Nick Davies and Mitchell Hawkes

- Email: hsbh@mcmaster.ca

Mentorship Coordinator: Nevine Hamwi and Emily Han

- Email: mentorship.hsbh@gmail.com

Check out HSBH online for more information!



Website: <http://hsbh.degroote.mcmaster.ca>



Facebook: High School Business Heroes
(www.facebook.com/highschoolbusinessheroes)



Twitter: @HSBH_McMaster



YouTube: HSBH McMaster

Thank you for your kind support!

