High School Business Heroes 2017

Opening Ceremonies

February 24, 2017
Agenda

○ About HSBH
○ 2017 Challenge presented by Amy Cochren & Gordon Albini of Setay Automotive Group
○ Competition Overview
○ Phase 1: The Elevator Pitch
○ Helpful Tips
○ Contact Information
○ Questions, comments, concerns?
○ Closing Remarks
2017 Participants – Thank you!
Thank you to our 2017 Sponsors!
Meet The Execs!
About HSBH

Established in 2006 at DeGroote to introduce high school students to the exciting world of Business.

Mission

• To enrich the educational experience of senior high school students in the Greater Toronto, Hamilton and Niagara area

• To give McMaster undergraduate students the chance to develop leadership
Our Means

• Offer a challenging, competitive and rewarding experience for high school students
• Give opportunities to explore and experience post-secondary education
• Learning from each other and interacting with professors, students and industry professionals at the DeGroote School of Business.

Rewards

• Experiential learning in the real world
• Prize money for the top three teams
The 2017 HSBH Case Challenge

Presented by

Gordon Albini
General Manager
Image Honda, Queenston
Chevrolet Buick GMC and
Queenston Automotive

Amy Cochren
Director of Marketing
Image Honda, Queenston
Chevrolet Buick GMC and
Queenston Automotive
The 2017 HSBH Case Challenge

“Build a strategic marketing plan for automotive sales leveraging relevant advertising mediums with consideration for ‘today’s’ buyer.”

- Conduct research on the automotive industry target markets and the impact of purchasing technology
- Look into what Setay Automotive Group has to offer and how best to entice technology driven auto purchases through marketing efforts
Setay Automotive Group
Who We Are

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.
Objective

To increase leads and traffic, combined with 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.
Population

- Over 525,000 people
- Growing Community - 660,000 by 2031
- Market (500 Mile Radius) - 120 million people
Size of Community

- Total Area = 1127 sq. km
  - Urban 227 sq. kilometers
  - Rural 900 sq. kilometers
- Six communities
  - Ancaster, Dundas, Flamborough, Glanbrook, Hamilton, Stoney Creek
- Hamilton was amalgamated in 2001
Types of Marketing

**Traditional**
- Newspaper
- Radio
- Television
- Word of mouth
- Postal drops
- Billboards/Signs
- Call campaigns
- Dealership sales/private sale events held at dealership

**Digital**
- Online 3rd party advertising (eg. AutoTrader, Kijiji)
- Social (Facebook, Twitter, Instagram, SnapChat, YouTube etc)
- Google
- SEM advertising
- Display Advertising
- Retargeting Ads
- Impression ads
- Geo-targeting campaigns
- Websites
- Mobile ads/Mobile Apps
- Email campaigns
Automobile shoppers are more likely to be millennial and male

- Older millennials ages 25 to 34 are twice as likely to buy a new car as younger millennials.
- Demand among 35- to 54-year-olds remains strong—they make up 41.4% of buyers.

*Source: AudienceSCAN, Oct 2016*
Automotive segments defined

**Retail ecommerce sales:** Estimates include automotive sales, products or services ordered using the internet, regardless of the method of payment or fulfillment.

**Automotive ad spending:** Includes all ad spending investments related to vehicles, parts and maintenance.

**Connected cars:** Vehicles with some type of internet connection, either via their own system or through a tethered or embedded mobile device.
Digital ad spending increased 22% in 2016 and is expected to jump another 17% in 2017.

US Automotive Industry Digital Ad Spending (billions)

Source: eMarketer, 2016
Digital time spent continues to grow at the expense of other media in Canada.

In 2016, digital accounted for 45% of the total time spent with media.

Note: These times are for those ages 18 and older; time spent with each medium includes all time spent with that medium, regardless of multitasking.

Source: eMarketer, 2016
**KEYWORDS - BUYING CYCLE**

**DIGITAL MARKETING REACH**

<table>
<thead>
<tr>
<th>BUYING CYCLE</th>
<th>SEO</th>
<th>SEM</th>
<th>Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-6 Months</td>
<td>(X)</td>
<td>(X)</td>
<td>X</td>
</tr>
<tr>
<td>1-2 Months</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>48-72 Hours</td>
<td></td>
<td>X</td>
<td>X</td>
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</table>

- **“Chevrolet CRUZE”**
  - Model
    - Strongest search volume and competition. Converts to phone call and email leads at a very low rate, but still highly desirable traffic.

- **“Chevrolet HAMILTON”**
  - Make
    - Very high search volume and medium competition. Converts to phone call and email leads at a higher rate. We spend most of our time and money here.

- **(Your dealership here)**
  - Brand
    - Lower search volume and competition. Converts to call and email leads at the highest rate. Spend ranges from low to very low based on the dealer's awareness. Customized offers should go here.

(X) SEO: we will monitor and add model content once we dominate the SEO conversation in lower funnel terms
(X) SEM: we will buy model keywords with larger budgets once lower funnel terms impression shares are secured
Nearly half of car shoppers research online for auto options

- Mind was already made up on model choice (38%)
- Used internet to narrow down options (37%)
- Had no idea before research and relied on online sources (10%)
- Used dealership visits to narrow down options (14%)
- Had no idea and did not rely on online sources at all (2%)

Reliance on Digital Information Sources During Car Purchase Research According to US Internet Users, April 2016 (% of respondents)

Source: Boston Consulting Group (BCG), Aug 2016
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## Top Makes and Models Searched

<table>
<thead>
<tr>
<th>Rank</th>
<th>Make</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ford</td>
<td>F-150</td>
</tr>
<tr>
<td>2</td>
<td>Ford</td>
<td>Mustang</td>
</tr>
<tr>
<td>3</td>
<td>BMW</td>
<td>3 Series</td>
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<tr>
<td>4</td>
<td>Honda</td>
<td>Civic</td>
</tr>
<tr>
<td>5</td>
<td>Chevrolet</td>
<td>Corvette</td>
</tr>
<tr>
<td>6</td>
<td>Toyota</td>
<td>RAV4</td>
</tr>
<tr>
<td>7</td>
<td>Ford</td>
<td>Escape</td>
</tr>
<tr>
<td>8</td>
<td>Toyota</td>
<td>Corolla</td>
</tr>
<tr>
<td>9</td>
<td>Honda</td>
<td>CR-V</td>
</tr>
<tr>
<td>10</td>
<td>Honda</td>
<td>Accord</td>
</tr>
<tr>
<td>11</td>
<td>Jeep</td>
<td>Wrangler</td>
</tr>
<tr>
<td>12</td>
<td>Mazda</td>
<td>MAZDA3</td>
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<tr>
<td>13</td>
<td>Toyota</td>
<td>Camry</td>
</tr>
<tr>
<td>14</td>
<td>Porsche</td>
<td>911</td>
</tr>
<tr>
<td>15</td>
<td>Mercedes-Benz</td>
<td>C-Class</td>
</tr>
<tr>
<td>16</td>
<td>Jeep</td>
<td>Grand Cherokee</td>
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<tr>
<td>17</td>
<td>Chevrolet</td>
<td>Camaro</td>
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<td>18</td>
<td>Volkswagen</td>
<td>Jetta</td>
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<td>19</td>
<td>Ford</td>
<td>Focus</td>
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<td>20</td>
<td>Audi</td>
<td>A4</td>
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<td>21</td>
<td>Toyota</td>
<td>Tacoma</td>
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<td>22</td>
<td>Lexus</td>
<td>RX</td>
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<tr>
<td>23</td>
<td>GMC</td>
<td>Sierra 1500</td>
</tr>
<tr>
<td>24</td>
<td>BMW</td>
<td>M</td>
</tr>
<tr>
<td>25</td>
<td>Ford</td>
<td>Edge</td>
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</tbody>
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## Competition Overview

<table>
<thead>
<tr>
<th>Events</th>
<th>Important Dates</th>
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<tbody>
<tr>
<td>Opening Ceremonies – 2017 Challenge Revealed</td>
<td>February 24, 2017</td>
</tr>
<tr>
<td>Seminar 1: Elevator Pitch Basics</td>
<td>February 28, 2017</td>
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<tr>
<td>Phase 1: Elevator Pitch</td>
<td>Submission Deadline: Saturday, March 4, 2016 at 11:00 am</td>
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<tr>
<td>Seminar 2: How To Write A Business Report</td>
<td>March 7, 2017</td>
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<tr>
<td>Seminar 3: Drop In Session (March Break)</td>
<td>March 14, 2017</td>
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<tr>
<td>Events</td>
<td>Important Dates</td>
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<tr>
<td>Seminar 4: Editing/Proofing</td>
<td>March 21, 2017</td>
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<tr>
<td>Phase 2: Business Plan Report</td>
<td>Submission Date: Saturday, March 25, 2017 at 11:00am</td>
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<tr>
<td>Top Ten Teams Announced</td>
<td>March 27, 2017</td>
</tr>
<tr>
<td>Seminar 5: Presentation Skills</td>
<td>March 28, 2017</td>
</tr>
<tr>
<td>Final Presentation PowerPoint</td>
<td>Submission Date: April 7, 2017 at 11:00am</td>
</tr>
<tr>
<td>Closing Ceremonies and Final Presentations</td>
<td>April 8, 2017</td>
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</tbody>
</table>
PHASE ONE: THE ELEVATOR PITCH

- Clear, concise explanation of your ideas—should be possible to deliver in the time span of an elevator ride
- Present a 2-page proposal outlining the key elements of team’s analysis, creative business solutions, and plan
Mentorship Roles

- Provide valuable insight due to their past experiences and knowledge
- Cannot instruct you or teach you entirely new business concepts; but
- Will help facilitate what you’ve already learned in the classroom (e.g., Marketing Mix, SWOT analysis)
- Will cater approach to your team-specific needs
Helpful Tips

- Edit work together as a group
- Plan ahead
- Follow guidelines carefully
- Do your research
- Use concepts learned in class
- Ask your mentors
- Get feedback
Please refer to the HSBH Case and Submission Details packages for more info!

(Available on our website under News > Competition Details)
Next Event:

Seminar 1
- Tuesday, February 28 at 5:30 - 7:30pm
- DeGroote School of Business, Hamilton campus—JHE room 210
- Ines Perkovic, Business Librarian from DeGroote School of Business
- More information on Elevator Pitch
- Bonus Marks
Check us out online!

- HSBH Website:  
  http://hsbh.degroote.mcmaster.ca/

- Facebook:  
  High School Business Heroes

- Twitter:  
  @HSBH_McMaster

- YouTube:  
  HSBH McMaster
Contact Information

Your Mentors
Mentors assigned to your team have emailed you! If you don’t know who your mentors are please email mentorship.hsbh@gmail.com to find out

Co-Chairs
Nick Davies and Mitchell Hawkes
hsbh@mcmaster.ca

Mentorship Coordinators
Nevine Hamwi and Emily Han
mentorship.hsbh@gmail.com
The HSBH Team wishes you
GOOD LUCK!

You are all Business Heroes!