

Subaru

Campaign Brief





**“Delivering
happiness to all”**

About the Brand:

- Vehicles are known for AWD, Safety, Reliability, Practicality.
- Currently marketed as an adventurous and outdoor brand
- History of supporting the LGBTQ community through campaigns
- In their Vision for 2025 within “STEP,” *“we declare that we will ‘Become a brand that is ‘different’ from others by enhancing distinctiveness.”*

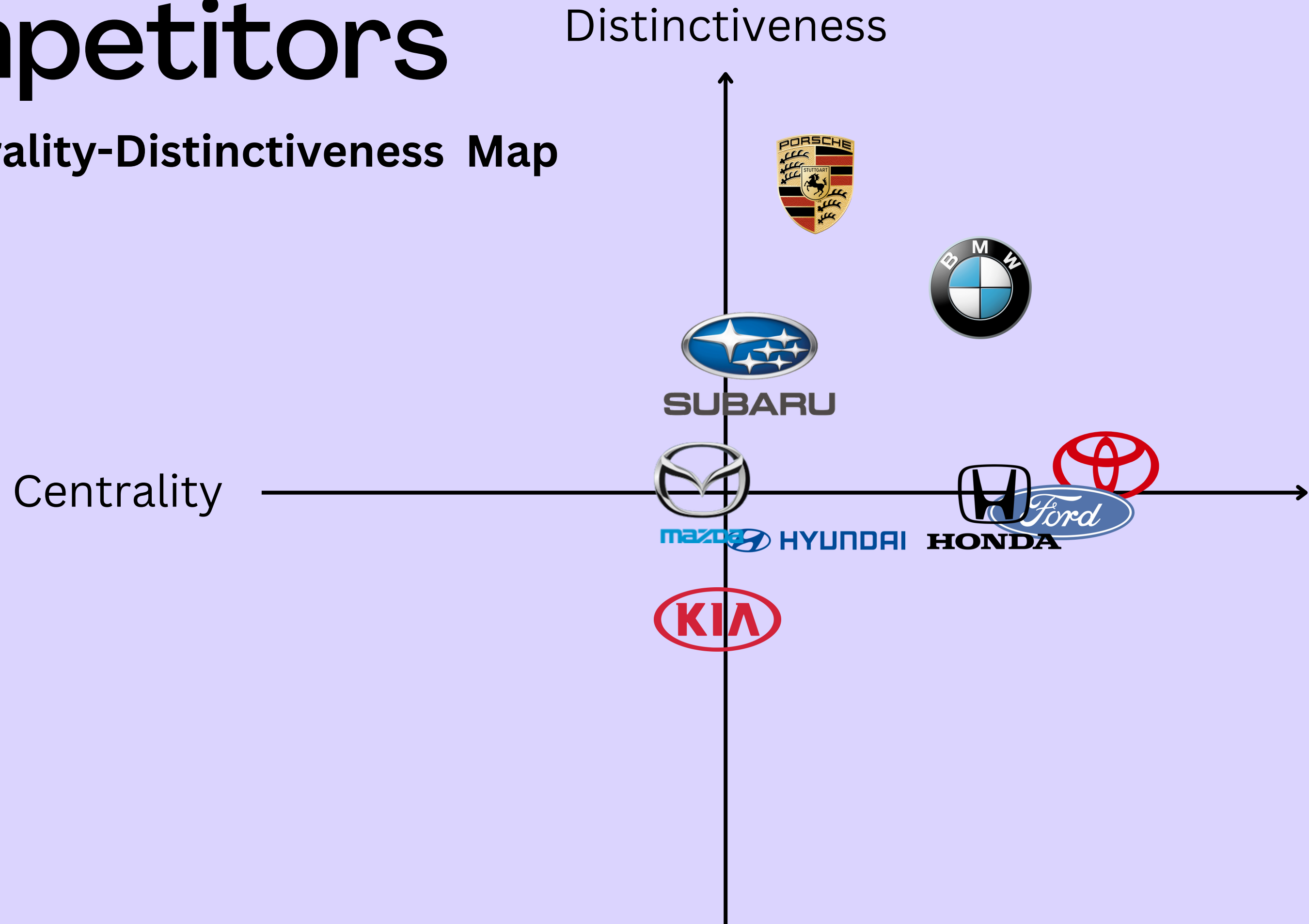
https://www.subaru.co.jp/en/csr/subaru_csr/philosophy.html

<https://www.subaru.co.jp/en/outline/about/vision/>



Competitors

Brand Centrality-Distinctiveness Map



Market Trends

- Shift towards EVs, autonomous driving
- Strong desire for safety features, connectivity
- Rise of remote work, reduced commuting
- Urbanization, resulting in more public transport use, and vehicle use for weekends and trips.
- Desire for compact and efficient but versatile cars

<https://www.autoinsurance.com/research/us-commuting-statistics/>

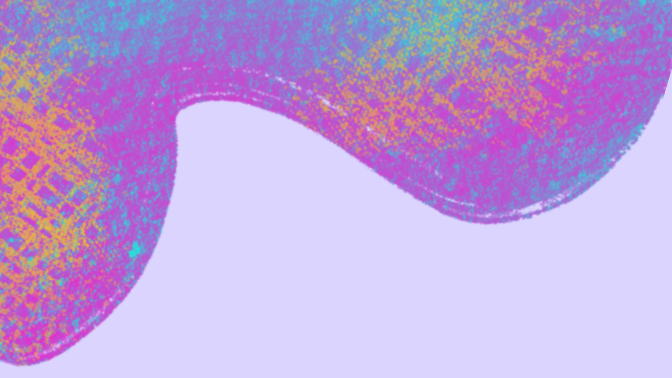
<https://www.apta.com/research-technical-resources/transit-statistics/>

Target Audience



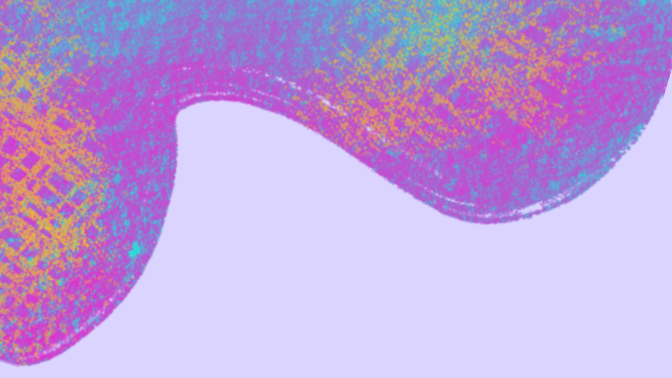
- Demographics
 - 25-40
 - Male, female, families with children/pets
 - Middle/upper class
- Psychographics
 - Active
 - Practical and safety conscious
 - Pet owners
 - Enjoys outdoors
- Families with children/pets who are stuck in cities but have an adventurous mindset





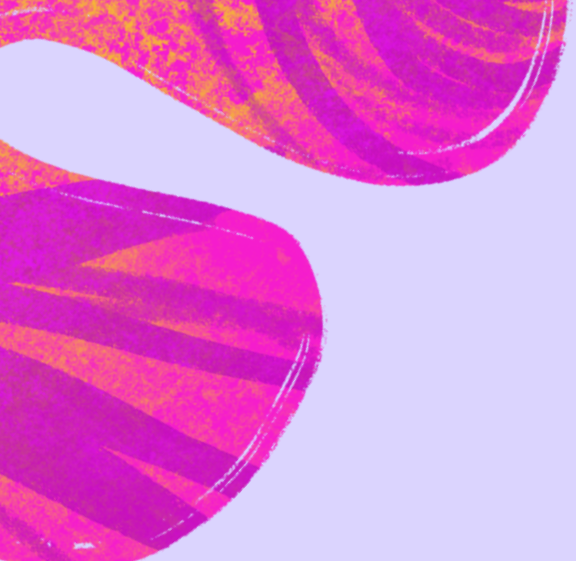
How do consumers currently feel about Subaru?

- Reputation for safety, off-road performance, reliability, outdoors
 - Distinct brand identity compared to competitors, who offer wider selection of vehicles
 - High brand loyalty
 - On the brand centrality-distinctiveness map, Subaru is currently somewhat high in distinctiveness and lower on centrality compared to their main competitors, but based on sales volume data over the past 10 years, has slowly grown in centrality.
- 



How do we want consumers to feel about Subaru?

- Maintain distinctiveness, but continue trend towards centrality
 - Carefree
 - Practical
 - Safe
 - Family Oriented
 - Adventurous
- 



Insight

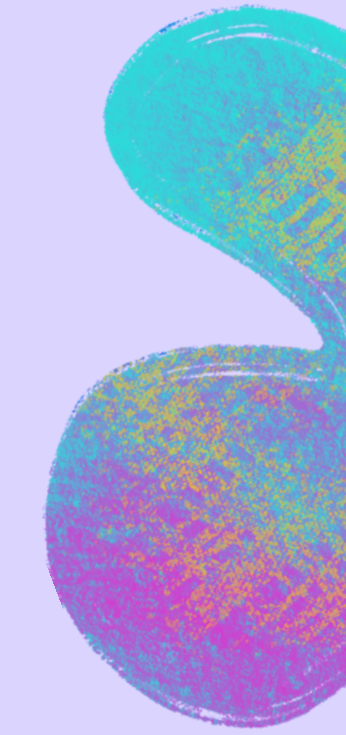
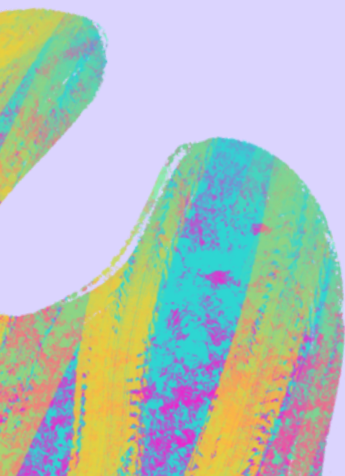
Decline of commuters due to rise of remote work means cars are increasingly being used for leisurely activities with loved ones.

The One Message to be Communicated

Rethink what really matters in a car

Message Tone

Informative, Humorous



Media

01

Print

- **Focus:** Travel/Outdoors magazines
- **Content:** Full-page ads highlighting features and customer experiences

02

TV

- **Focus:** Prime time slots on National Geographic, Discovery Channel, ESPN
- **Content:** Showcase Subaru's unique brand identity as adventurous and family-oriented

03

Social

- **Platforms:** Facebook, Instagram, Twitter, and YouTube
- **Content:** Sponsored posts, user-generated content campaigns, adventure stories, feature highlights, and safety statistics.

04

Events

- **Focus:** Sponsorship and participation in events, auto shows, and conservation initiatives
- **Content:** Interactive booths, test drives, product displays

05

OOH

- **Focus:** strategically placed billboards, transit ads, and digital signage in high-traffic areas frequented by the target audience
- **Content:** Tailor ads to local landscapes, creating a stronger connection with the local audience.