

Background

Compass- What IS this brand?

The owners think the brand is...	This is interesting because...
There is a strong sense of brand loyalty to the Prius in which owners believe the brand is space savvy, family friendly, safe, technologically advanced and fuel efficient.	<ul style="list-style-type: none">• 34.3 cubic ft. of cargo space (58% more space than the Prius Sedan), accommodates 5 passengers, organized storage compartments• Suitable features for every family member such as versatile seat configurations and the LATCH safety feature• 7 airbags, STAR safety system, Whiplash safe front seats, and the safety connect feature.• touch screen multimedia player that has hands free phone and audio, bluetooth , navigation, a back up camera and auxiliary input to hook up your own music.• 40 mpg on the highway and 44 mpg in the city. This is the highest mpg of any SUV, wagon or crossover utility vehicle.¹
Our current consumers perceive the brand to be...	This is interesting because...
An eco friendly and space savvy hybrid to meet the needs of each member of the family	The Prius V is comparable to a stylish compact minivan equipped with advanced technology, safety features, and storage space.

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Our potential consumers (current non-users) perceive the brand to be...	This is interesting because...
The market leader of hybrid and electric vehicles that is focused on creating a cleaner environment with the use of advanced technology in order to meet the needs of current and future consumers.	It's general knowledge that the Prius is a fuel efficient vehicle. According to the International Energy Agency demand for electric/hybrid cars is increasing and is expected to reach 100 million units by 2050. Yet the consumer is unaware of the multitude of advanced features and uses that are equipped for the needs of every consumer.

Knapsack – who are the customers or potential customers? What do we know about them?

Insight or Fact 1	This is interesting because...
Environmentally Conscious	This is the core message of the Prius brand. It became the market leader for new the eco-friendly hybrid that is paving the way for sustainability in the automotive industry while saving the consumer money.
Insight or Fact 2	This is interesting because...
Active/Athletic/Outdoorsy Families	Active families spend a lot of time in the car. Because of their busy schedules they value space, comfort, and safety. They are environmentally conscious, and want to travel guilt free while saving money. They often travel with a lot of passengers and gear, so the extra cargo space and organized compartments are very helpful. Auto writers especially like the Prius V's rear seats, which are quite large and can recline and slide

	backward and forward. More space means more room for outdoor gear. ²
Insight or Fact 3	This is interesting because...
Young Families	Young parents (late 20's – early 30's) with young kids/kids on the way looking for a vehicle with enough space to meet the needs of a growing family. They are not as far along in their careers and need something reasonable because they must be smart with their money.

Snapshot – what is going on with the competitors?

Insight or Fact 1	This is interesting because...
Volkswagen Jetta Sportwagen features a 66.9 cubic feet of space when the seats are folded.	One of our persuasive points is that the Prius V offers a substantial amount of trunk space, but so does the Volkswagen Jetta Sportwagen.
Insight or Fact 2	This is interesting because...
Subaru Outback is ranked #1 in Wagons by U.S. News & World Report. ³	The Prius V is rated #4 for best wagons by U.S. News & World Report. Most consumers will want to strive for a vehicle that is ranked higher than others. ⁴
Insight or Fact 3	This is interesting because...
The Subaru Outback is all-wheel drive.	We are reaching out to outdoor enthusiasts that like to go out and adventure on the back roads and don't want to worry about getting stuck in the snow, or mud.

² http://usnews.rankingsandreviews.com/cars-trucks/Toyota_Prius-V/

³ http://usnews.rankingsandreviews.com/cars-trucks/Subaru_Outback/

⁴ http://usnews.rankingsandreviews.com/cars-trucks/Toyota_Prius-V/

Business Opportunity – Why are we initiating this work?

The Prius V is poised to benefit from an increase demand for electric/hybrid vehicles.

According to International Energy Agency (IEA), worldwide demand for electric and plug-in hybrid vehicles (EVs and PHEVs) is estimated to reach 6.6 million units annually by 2020 and 100 million units by 2050.

Brand Positioning Statement

To the outdoor enthusiast families, the Prius V is the environmentally friendly mode of transportation that doesn't sacrifice space and comfort because it has 34.3 cubic feet of cargo space which is 58% more than the Prius sedan.

Target Audience in-depth analysis

Primary: This campaign is aimed at young, active, outdoor enthusiast families. The Prius V will be equally marketed towards men and women between the ages 25-40 who have recently started their families and have young children and/or pets. They will either live in urban areas or work in urban areas while spending their free time traveling and exploring the outdoors. These families will be middle class and make approximately \$80,000 to 150,000⁵ annually. The family values the environment and lives a green lifestyle. Both parents are educated and technologically savvy. They use the vehicle daily for their commutes to work and consistently during the weekends for long distance trips. The family is very loyal to the Prius brand as it simultaneously saves the environment and money on gas so that they can enjoy more experiences together.

Secondary: This target market consists of college educated men and women between the age of 25-35 who live in suburbs or surrounding towns of major cities. These individuals are career driven and spend majority of their time consumed by their careers. When they do step out of the office, they are traveling with friends, family or a significant other on mini vacations within the state or neighboring states. This demographic is extremely tech savvy and values health and the environment more than any other generation. They are currently working their way up in the company they decided to invest their time in. This group lacks disposable income due to their student loans so the gas mileage and inexpensiveness of the Prius V is perfect for their somewhat frugal lifestyle.

The unintended target audience:

Primary Target	Unintended Target Audience
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⁵ http://www.huffingtonpost.com/2012/08/08/prius-ca-richest-cities-photos_n_1757324.html

Outdoor enthusiast families	Middle-low class families
Dog owners	Single men without a college degree
Educated working commuters	

Target Audience Personification

Jenny, Mother, 32

Jenny received her nursing degree and is currently working part time at the same hospital her children were born in. When not taking care of patients, Jenny focuses her time on the children taking them to school and extracurricular activities. Because Jenny values an active lifestyle⁶, she strives to instill these values into her children as well. Both children have been enrolled in every sport you can imagine but it seems the only thing that stuck for either of them was soccer. Jenny is your typical soccer mom. She loves being in charge and organized, so she heads up a lot of the extracurriculars. The prius V is perfect for helping her run all errands necessary while taking the children (and friends) to and from each location. All the storage benefits her in every way whether that be packing it full of groceries, a day at the beach, or packing snacks and lawn chairs for soccer games. Jenny loves the busy life that she lives and is hoping to have another child within the next year or two.

Michael, Father, 34

Michael is a second generation college graduate with a degree in business and administration. Him and Jenny met at a networking event right before he started his career at Boeing. Previously Michael had a Prius Sedan but after Michael's big promotion and the kids coming into the picture, they upgraded to the Prius V. Working has been very strenuous for him as he spends a lot of time traveling. The Prius V helps him and his luggage get to and from all places necessary for work. He often spends a large majority of his time commuting, so the fact that he is able to get 40/44 mpg makes him feel good about pressing the "start button" every morning. He also loves that he can hook up his iPhone and listen to music, it's a really important feature to him. When he's not at work, he is coaching Ethan's soccer team which means transporting him, the team, and the snacks around to different fields and locations. Michael is a huge advocate for the outdoors and often is planning trips for the family that involve hiking, parks, and camping. Michael acknowledges the importance of getting his kids

⁶ <http://lauratoyota.com/fit-wealthy-educated-drive-a-prius/>

outdoors as technology advances in hopes to make this a permanent lifestyle as they grow older. He also enjoys his occasional weekend fishing trips with his buddies.

Ethan, 8

Ethan is in second grade and has played soccer since he could walk. He spends majority of his time kicking the ball around the yard and often asks his parents to help him practice or simply watch. Ethan has a ton of friends on the soccer team, and they carpool to practices and games. After a long day of soccer, Ethan is usually able to comfortably sleep in the back seat. Through his elementary, he is often invited to events at school or within the community. He constantly is urging his parents to take part. They have participated in dozens of holiday events, street fairs, and kid friendly 5ks. Ethan is a ball of energy that even Emerlynn can't keep up with.

Emerlynn, 5

Emmie just started kindergarten, and is excited about exploring the world around her. She loves anything outdoors and is always nagging mom and dad to take her to the park. Her best friend is the family dog Rosco, and they often are seen adventuring around together. Emmie is a little too young for a lot of the trips Michael and Jenny plan on taking in the future, but they often visit National Parks and hike around exploring nature. Emmie loves her belongings and often tries to bring them along for the car ride. The storage space has been exceptional for keeping her toys safe and out of sight when necessary. The family has really gotten a chance to utilize the safety features with Emerlynn being so young. The LATCH feature, car seat accessibility and stroller storage has been perfect for assisting Emerlynn on all her activities.

Linking Target Audience Needs to Brand Characteristics

Fill in this chart. The first row explains the chart, the second store is an example of a restaurant.

Attributes	Benefits	Emotional Chords
Intrinsic brand elements Key adjectives describing differentiating elements	Generally extrinsic Usually adverbs or adjectives	Emotional states explained for clarity
cargo space, accommodates up to 7 passengers, hatch-style door, panoramic-view moonroof,	Safe, helpful, spacious, consistent, stylish, versatile, customizable, durable, reliable, affordable, fuel	Individuality: allows the consumer to customize features in

<p>environmentally friendly, spacious, several storage compartments, Audio system equipped with a USB port to enable iPod connectivity and control, auxiliary audio jack, 6.1 inch touchscreen and Bluetooth, informative Hybrid System Indicator, Energy Monitor, 44/40 mpg, seven airbags, advanced safety features, camera</p>	<p>efficient, convenient, sleek, status, futuristic, environmentally friendly</p>	<p>order to reflect their personalities</p> <p>Comfortable: the soft and flexible seats offer lumbar support and the many safety features put all companions at ease.</p> <p>Smart: appealing to those who are educated and technologically advanced, the car allows the consumer to feel as if they are making smart purchase decisions</p> <p>Socially responsible: the eco friendliness helps the consumer feel as if they are making a difference in the world by reducing their carbon footprint</p>
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What is the Emotional Ignition Point?

Don't let anything hold you back from exploring the world you love, with the people you love.