Shift Your Life!

By: alphaPerspective

Campaign Objectives

Target Market

Media & PR

Positioning Statement

In order to effectively market the GM&U discount program, SHIFT YOUR LIFE! is providing forty, $20,000 scholarships to get the students involved in promoting the college discount program on their campuses.

The GM&U discount program boldly states that GM is genuinely interested in helping millennials, they are the future of the country.

Step 1: How to Participate

• Any student in a 2-4 year college, of any family income level is eligible to apply for a SHIFT YOUR LIFE Scholarship.

• The student will fill out a SHIFT YOUR LIFE application and submit an essay explaining how they are planning to market the GM&U Program at their school.

• The student will get faculty sponsor to verify their marketing activities.

Step 2: Achieving Success

Marketing the GM&U Discount Program on campus is possible through a variety of ways (All applicants are urged to be in contact with a local GM family dealership).

Step 3: Completing the Process

Provide proof in the form of a report with evidence by the due date at the end of the semester that the student promoted GM&U, along with the form submitted by the sponsor.