**Background:** Competitive environment is intense but there are gaps in desired features (see target on image left). Fidento can be positioned as a cool but reliable option that fills middle price range with superior tech features and green materials. First-time car buyers who can afford this range are currently underserved in terms of value for money. They want innovative features but are young enough to still value performance and a "cool factor." The goal for the Calenza is to penetrate this market before launching other Fidento models in the U.S. An opportunity is presented in 2015 because no competing models will be redesigned.

**Target Audience**

- **23-35 years old, urban-metro mix renter, white/black/Asian/Hispanic mix, no children, college-educated, tech savvy and fashionable. Professional and management track but in entry level position with a white collar job, income 45K per year. First-time car buyer, shops at Target, Best Buy, Anthro-pologie, Nordstrom, Urban Outfitters and LOFT.**

Marketing materials must appeal to both genders, Liberal and irreverent, on social media, especially Instagram. Own smartphones and research purchases thoroughly online before buying.

*Based on Nielsen segments Young Influentials, Urban Achievers, Techs and the City.*

**Part 1: Test Drive**

Upon test driving the Calenza, potential buyers can unlock a $200 discount for sharing a selfie with the car or keys on the social media channel of their choice (Facebook, Instagram or Twitter) with the hashtag #mycalenza. If they choose to buy the car, they unlock the discount at contract signing by showing the post.

**Part 2: Rebate**

After purchasing the car, buyers can unlock a $200 rebate by sharing an adventure in the Calenza with the hashtag #Calenzaadventures. The rebate will be an e-rebate they can submit on the Calenza website by including a screenshot of their social media post.

**Part 3: Prizes**

In order to increase sharing, prizes will be provided for the best photo, most shared and most liked posts on social media. These three winners will get a free 2015 Calenza and lifetime maintenance at participating dealerships.
Shanna

A passion for fashion is non-negotiable

Shanna is a single, biracial, 26-year old graduate student and full-time employee at a local advertising firm. She’s in to fashion and when she graduates she is moving move to New York City to work for a fashion brand in marketing. She currently has a car her dad gave her (2000 Honda Civic) but it won’t last much longer. The new job she will be starting pays about $40K but she is worried about her living expenses in a new city. She has saved up about $10K from her current job. She wants a new car that is safe and will express her personality, but be comfortable enough for her daily commute into the city (about 30-40 minutes). She has looked at cars through Cars.com and wants to get a fair price but doesn’t feel she is a great negotiator. As a single woman, she fears being ripped off or preyed on by dealerships.

She loves technology and has a laptop, Android Smartphone, an iPad and a desktop at work. She likes listening to music and NPR in the car and on the go, but also uses Pandora to stream music. Having a car that is compatible across devices is important to her and good design is a part of her everyday life.

⇒ Goals: Buy a car that is safe, stylish and comfortable for her daily commute. Bonus points for eco-friendly, good gas mileage and minimal maintenance costs.
⇒ Motivations: Standing out and expressing herself, saving money for her life ahead.
⇒ Drivers: Has a new job and needs a car now that fits her lifestyle.
⇒ Needs: Simple buying process with no haggling, sense of accomplishment/pride from her smart purchase, a good balance of space, performance and style.

⇒ Key likes: Trendy style, bright colors, modern features, eco-friendly products, healthy products, high-tech products
⇒ Key dislikes: Anything too expensive, negotiating/confrontation, old fashioned style, cramped spaces
⇒ Middle class background, well-educated, biracial (White and African American)
⇒ The environment, technology and expressive personal style are important to her.