



# SLINGSHOT™

Chad Orlich  
Christina Garcia  
Kallin Horne  
Lauren Landay  
Olga Perez



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## Executive Summary

The Polaris Slingshot Undefinable campaign is an advertising plan to differentiate this brand amongst other vehicles. Currently, the Polaris Slingshot lacks brand awareness and faces a controversy on whether it's classified as a motorcycle or a car. This campaign will hit home for those people who possess a craving for adventure. Our Undefinable campaign is going to increase awareness among "Young Achievers" from 26% to 70%, strongly position the vehicle as an image of individuality and character, and to start a viral campaign that will bring the related internet hashtags from 0 to 100,000,000 uses by March 1, 2016. This could greatly increase the number of knowledgeable consumers on Polaris.

The primary target market for our campaign are those folks in Generation X. Their psychographics include being "Wired for Success" and "Young Achievers". This generation is highly educated, balanced, active, and very family oriented. They reside amongst big cities such as Los Angeles, San Diego, San Francisco, Austin, Denver, Miami, and New York.

The new tagline, "Be Undefined" sends out a positive message to draw in the consumer who is looking for a unique ride. This tagline turns one of the main problems which is, definition of the Polaris Slingshot as a car or a motorcycle, into a strength. Our ads will show that the definition is in your hands, that the consumer has the power to control their own fate. Also, we plan to keep the colors consistent within the original Polaris Slingshot vehicles, red and black.

The tactics chosen will be Monday Night Football, The Voice, Grey's Anatomy, SNL, The Amazing Race, cell phone apps, events, YouTube promotional videos, advertisements on bus stops, taxi tops, benches, billboards, and print ads in Autoweek magazine, and Cycle World magazine. Majority of our budget is going into television and out of home advertising because this is where to reach our target market of Generation X. Production costs are 10 percent of the total budget.

This campaign will be the most successful for the Polaris Slingshot because it implements individualism and gives advantages that other advertisements do not. How consumers define their Polaris Slingshot is in their hands. By using a catchy phrase with a powerful meaning behind it, the brand will develop a unique image and draw in consumers.





## Industry Information

### History of the Motorcycle

In 1861, a French bicycle maker Pierre Michaux and his sons Ernest and Henri fitted a bicycle with cranks and pedals, creating the first prototype for the motorcycle, a velocipede. The contraption was an immediate success. A few years later in 1868, Michaux, working with L.G. Perreaux patented a steam-powered motorcycle engine, a *velo-a-vapeur*. Around the same time Sylvester Howard Roper developed a similar invention in the United States. ("Motorcycle", 1999)

In 1879, an Italian inventor, Giuseppe Munigotti patented the first gas-burning internal combustion four-stroke engine. During the same time, two German inventors, Dr. Nicolaus Otto and Eugen Langen, developed a four-stroke stationary engine that would run on coal gas. Another inventor took the invention even further, by developing an engine that could run on benzene. ("Motorcycle", 1999)

Over the next 30 years, many different inventors improved upon the motorcycle engine. In 1901, a Swedish immigrant, Carl Hedstrom, developed the first modern motorcycle ("Motorcycle", 1999). The motorcycle "represented a first step from the bicycle to the automobile" ("Motorcycles, Bicycles, and Parts", 2015). In the early 1900s, there were more than 100 companies manufacturing motorcycles, including Harley-Davidson, Indian, Orient, Excelsior, Cyclone, Henderson, and Marsh. By 1915, some of the models being produced to could reach speeds exceeding 100 mph. However, in 1913, when Henry Ford introduced the mass produced Model-T at \$500, many motorcycle manufacturers could no longer compete. By 1953, Harley-Davidson was the last producer left. ("Motorcycles, Bicycles, and Parts", 2015)

During the early 1970s, around the time of the OPEC oil embargo, motorcycles became a popular choice for commuters. Consumers wanted an inexpensive and reliable bike, most of which came out of Japan. By 1973, sales of motorcycles reached an all-time high of 1.5 million. By 1983, Harley-Davidson sought tariff protection, as the company was almost bankrupt due to poor quality and inefficient production. ("Motorcycles, Bicycles, and Parts", 2015)



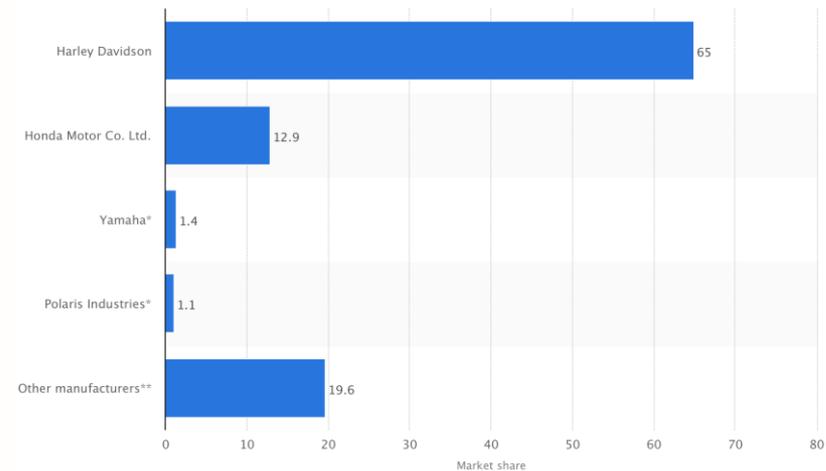


## Industry Information (Continued)

Throughout the United States there are approximately 26 companies operating in the All Other Transportation Equipment Manufacturing Industry, NAICS code 336999. This industry is defined as being comprised of establishments that are primarily engaged in the manufacturing of transportation equipment that is not elsewhere defined. Such equipment includes specialty vehicles and all-terrain vehicles for military, industrial, and agricultural purposes; recreational vehicles, such as snowmobiles, water jet-ski, golf carts, and recreational all terrain vehicles. ("Transportation Equipment, Not Elsewhere Classified", n.d.)

According to ReferenceUSA, Polaris Industries identifies itself as having primary activities in this industry ("ReferenceUSA", n.d.). However, for the manufacturing and production of the Polaris Slingshot, Polaris Industries expands into and competes with other companies in the Motorcycle, Bike & Parts Manufacturing Industry, NAICS code 33699A. This industry consists of businesses that manufacture motorcycles, mopeds, bicycles, or tricycles. It also includes businesses that manufacture equipment and parts for these vehicles. (Ulama, 2015)

Currently there are approximately 409 businesses operating in the Motorcycle, Bike & Parts Manufacturing Industry (Ulama, 2015). Of those 406 businesses, four have been identified as being major motorcycle brands: Harley-Davidson, Honda Motor Co. Ltd., Yamaha, and Polaris Industries. The image below shows the percentage of the market that each competitor held in the year 2010.





## Industry Information (Continued)

In the United States, motorcycles are commonly recognized as a two- or three-wheeled powered vehicle designed for on-road, off-road, or dual-purpose (on and off-road) use; currently no universal or official definition exists (Morris, 2009). Both on-road and dual-purpose motorcycles must meet federal and state certification standards and be registered for use on public roadways (Morris, 2009). Regulation within the industry has been very light for well over a decade and has been limited to general government-mandated standards regarding safety, fuel consumption and pollution control (Ulama, 2015). The National Highway traffic Safety Administration enforces many of these regulations and vehicles must comply with applicable Federal Motor Vehicle Safety Standards (FMVSS) (Ulama, 2015). As there is no universal standard, street-legal motorcycles are often grouped into one of twelve common motorcycle types as listed in the image on the next page.

Over the past five years, the industry has seen a slow growth in revenue. A large part of this is due to the aging baby boomer population that has in-turn lowered the demand for industry products. Survey data collected on motorcycle owner demographics by the Motorcycle Industry Council revealed a shift in the median age of owners from 27.1 years in 1985 to 41.0 years in 2003. The percentage of owners ages 40 to 49 years increased from 13.2 to 27.9 percent while the percentage of owners age 50 and up increased from 8.1 to 25.1. (Morris, 2009)

**Table 4 - Motorcycle Owners by Age in the United States for Selected Years, 1985-2003**

Excel | CSV

Age	Year			
	1985	1990	1998	2003
<18	14.9	8.3	4.1	3.7
18-24	20.7	15.5	10.6	10.8
25-29	18.7	17.1	10.9	7.6
30-34	13.8	16.4	11.5	8.9
35-39	8.7	14.3	16.0	10.4
40-49	13.2	16.3	24.6	27.9
50+	8.1	10.1	19.1	25.1
Not stated	1.9	2.0	3.2	5.6
Median Age	27.1	32.0	38.0	41.0
Mean Age	28.5	33.1	38.1	40.2





## Industry Information (Continued)

### Box A: Common Street-Legal Motorcycle Types

The range and variety of motorcycle models continues to grow as manufacturers identify and address new market niches. Although some machines blur the distinctions, in general, street legal machines fit into the following categories:

- **Cruiser**-emphasis on appearance, style, and sound with less emphasis on performance. Long profile with low saddle height, often customized. (650-1800cc; 700-1300lb)
- **Dual-purpose**-designed for both on- and off-road use. Typically lightweight, tall, and narrow with single-cylinder engines, long suspension travel, and tires suitable for on- and off-highway use.
- **Moped**-very low-power (50cc), low-speed (30mph) bicycle-like design meant for cheap urban transportation. Unsuitable for high-speed roadways.
- **Motorized bicycle**-bicycle with an electric or gasoline motor attached. Can be powered either by pedaling or by the attached motor. Unsuitable for high-speed roadways.
- **Reverse trike**-configured with two front wheels and one rear wheel, some advanced models lean into curves and handle much like conventional motorcycles. Medium to large engines and heavier than conventional motorcycles with similar size engines. Known by a variety of names, such as tadpole and backward trike.
- **Scooter**-primarily designed for use and low and medium speeds on urban streets. Relatively small in size with small-diameter wheels, their step-through design and general appearance differs significantly from full size motorcycles. Most are not legal on high-speed or controlled access roadways. Small to medium size engines (50-650cc).
- **Sport**-emphasis on handling, acceleration, speed, braking, and cornering. Styled and built in manner of road-racing motorcycles. Forward leaning riding position. (650-1100cc; 290-350lb)
- **Sport-touring**-combine some of the comfort and amenities of touring bikes with the responsive handling of sport bikes. (1100-1800cc; 450-650lb)
- **Supersport**-built on a racing platform, but modified for sale to consumers. Light to medium weight with a high horsepower-to-weight ratio and capable of extreme acceleration and speed. (650-1100cc; 290-350lb)
- **Touring**-designed for comfort, large motorcycles with luggage and wind protection and amenities such as stereo, 2-way communication, cruise control, heating, etc. Heavy with moderate power. (1600-1800cc; 800-950lb)
- **Traditional**-designed as practical transportation, few styling frills or amenities. Once universal, they have declined in popularity as more specialized types were introduced. (125-1800cc; 200-1200lb)
- **Trike**-created by either grafting the front of a motorcycle to the back of an automobile or adding an automobile type axle to the rear of the motorcycle. Although usually licensed as motorcycles, they do not handle or steer like motorcycles.

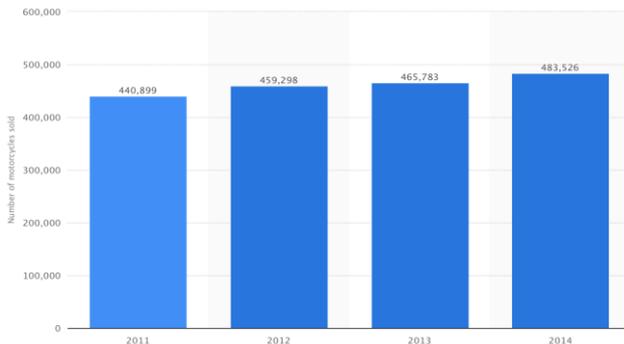




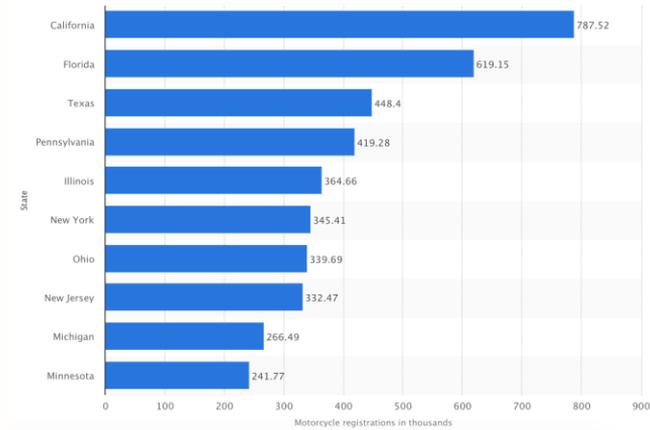
## Industry Information (Continued)

Over the time from 2009 to 2015, revenue grew at an annualized 2.0% most of which resulted from the post-recessionary lows from 2010. In 2015, revenue is expected to grow a mere 0.7%, the small growth is due to the rising import competition and weak domestic demand that has forced manufacturers to relocate abroad and focus efforts on emerging markets. (Ulama, 2015)

During the year 2014, consumers purchased approximately 484,000 motorcycles, reflecting a 3.8 percent increase in total U.S. motorcycle sales over the previous year. According to data collected in 2012, the majority of motorcycle enthusiasts reside in California, in which there are about 790,000 registered motorcycles. ("Topic: Motorcycle Industry in the U.S.", n.d.) The graph below and the graph to the left depict the number of motorcycles sold in 2014 and the number of registered motorcycles by state.



("U.S. motorcycle sales 2014 | Statistic", n.d.)



("Leading states based on motorcycle registrations - U.S. 2012 | Statistic", n.d.)

The industry is highly sensitive to swings in disposable income due to the fact that motorcycles and bicycles are considered discretionary products used for leisure and recreation. Rising disposable income and greater confidence in the economy will contribute to moderate growth in sales. The upward trends in disposable income and consumer confidence have been offset by diminishing domestic demand for motorcycles. As mentioned previously, the largest customer groups demand dwindles due to reduced physical capabilities and higher risks associated with motorcycles. Unfortunately motorcycle manufacturers have not been able to capture new customer segments, such as women, millennials and minority groups, to help offset the decline in demand from traditional markets. (Ulama, 2015)



## Client Background

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Polaris Industries Inc. was founded in 1954 and started in business building snowmobiles to help farmers and utility workers to get to difficult areas in the winter. The company continued to improve upon the snowmobile until 1984 when it introduced the first Polaris all terrain vehicle, the Trail Boss. In the 1990's, Polaris created its own motorcycle, the Victory and continued to be "The Way Out" for fifty years (Polaris History and Heritage, 2015).

Polaris operates in the US, with its headquarters being located in Medina, Minnesota, but it also distributes in Europe and Canada. As of 2014, Polaris has 25 models of snowmobiles, 20 models of motorcycles, and some small vehicles. There are no purely Polaris dealerships; instead, Polaris products are sold through "a network of approximately 1,750 independent dealers in North America, through 22 subsidiaries and approximately 85 distributors in over 100 countries outside of North America" (Polaris Industries Inc. MarketLine Company Profile, 2015).

While Polaris was a farming machine and snowmobile company, the company decided to try to appeal to other audiences by trying to make it seem fun to ride such a device in the winter for unnecessary purposes. Many people didn't know what a snowmobile was and had the misconception that it produced snow, so company president Edgar Hetteen did a cross country snowmobile trip that lead to internal issues that resulted in Edgar leaving the company and his brother Allen taking charge of the company (Polaris Industries Inc., 2015).

The company grew rapidly in the 1960s and lead to the company being sold to Textron Incorporated in 1968. After the sale of the company, Polaris became known for their snowmobiles and gained recognition as a company, which lead to sponsoring race teams throughout multiple types of races. After the death of one racer, Polaris decided to sponsor modified racing programs such as hill climbs, stock and modified oval racing, snow and grass drag racing, and cross country endurance racing to test the limit of Polaris machines in a safer environment than before and to appeal to the customers (Polaris Industries Inc., 2015).





## Client Background (continued)

In the late 1970's, the snowmobile industry faced a downturn and Textron President Beverly Dolan who had been president of Polaris decided to sell the company. Through sale shortcomings in Canada, Polaris was bought out by a management group, which created what is now known as Polaris Industries. The new Polaris Industries had only 100 employees and a tight budget, but the new company was able to pay its debt to Textron and was able to expand to 450 employees and after five years from the buyout attain sales of \$40 million. The new Polaris Industries build snowmobiles based on dealer orders instead of based on what they believed the market would want, so there was a decrease in excess inventory and in the 1980s Polaris Industries became the frontrunner in the market (Polaris Industries Inc., 2015).

In 1985, Polaris Industries released its ATV, which became extremely successful while competing with the frontrunner, Honda. Polaris initially controlled seven percent of the market and by 1993, ATVs made up twenty-six percent of the total sales and in 1994 sales rose fifty-six percent and profit rose six percent (Polaris Industries Inc., 2015).

In 1996, Polaris entered into the motorcycle market to compete with Harley Davidson at lower prices. The first Victory motorcycle was released on July 4, 1998 and it received excited reviews. Motorcycle sales started to diminish, so CEO Thomas Tiller hired former motocross champion Mark Blackwell to head up the motorcycle division. Once Blackwell took over, the resulting motorcycles were very successful and had positive reviews. From 2002 to 2005, sales increased from \$34 million to \$99 million that lead to Victory motorcycles to have a profit in the fourth quarter for the first time in 2005 (Polaris Industries Inc., 2015).

Polaris had revenues over \$3.7 billion for the 2013 fiscal year, which was a 17.7% increase from 2012, and the US market made up 72% of revenue. The company revenue for 2013 is broken down into 66.8% for off-road vehicles, 16.2% for garments, parts, and accessories, 8% for snowmobiles, 5.8% for motorcycles, and 3.2% for small vehicles (Polaris Industries Inc. MarketLine Company Profile, 2015).





## Client Background (continued)

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Polaris has been making the move from off road vehicles to road vehicles with the growth in motorcycles and side-by-side vehicles, but according to Wells Fargo security analyst Tim Conder, Polaris is still all about off-road vehicles. According to the article “Polaris Shifts Into Higher Gear With Motorcycle Division”, Polaris has the number one market share for side-by-side and all terrain vehicle and are gaining share over everyone in the industry. Motorcycles are expected to be the next area for growth in the company, but there is still heavy competition against Harley because Polaris does not have as detailed of a background in motorcycles for people to rely on (Alva, 2014).

Polaris changed from a publicly traded limited partnership to a public corporation to maximize shareholder value. Currently, Polaris Industries is worth \$141 on the New York Stock Exchange as of 4:03 pm on April 6<sup>th</sup>. The 52-week high has been \$159.24 and the 52-week low was \$124.81 (Polaris Industries Inc (PII.N) Company Profile, 2015). The dividend payout as of February 26<sup>th</sup>, 2015 was \$0.53, which is the highest payout since it began being publicly traded in 2000 (Dividend History, 2015).



**POLARIS®**



**SLINGSHOT**

**11**



## Problem

The Slingshot faces various problems. Beginning with its lack of awareness. In the past polaris has produced motorcycles, snowmobiles, and various off-road vehicles but the slingshot is the first of its kind to be introduced to the polaris family. Polaris is also widely known more for its snowmobiles therefore the market may question the quality of the Slingshot.

The Slingshot also faces controversy with the question of, is it a car or is it a motorcycle? The unusual design of 3 wheels leaves the general public uncertain as to what type of motor vehicle it is. As well as it being compared to other 3 wheeled vehicles that have been well established in the market. The main issues that rises from this debate is that some states require a helmet and G license, while others do not. The slingshot may be facing these challenges but they can be overcome with our campaign plan.





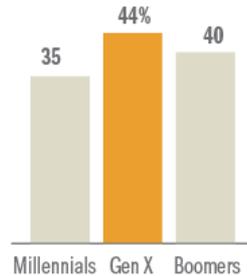
## Primary Target Market

The primary market for the Polaris Slingshot will be Generation X. This generation has many different faces and habits, but overall unites on quite a few things, and share multiple different psychographic traits. Generation X, or Gen-X, were born between late 1960's and early 1980's, leaving them around 30-50 years of age (Schroer, n.d.).

While Gen-X contains over 41 million people, the primary psychographics to be targeted will include the "Wired for Success," and the "Young Achievers." Gen-X are widely known as the "lost" generation, for their known lack of attachment, and lack of presence among the other more dominant social generations like the baby boomers or the Millennials. While they were viewed as the materialistic, slacker, disenfranchised youth in the 1970s and 1980s, Gen-X is actually highly educated, active, balanced, happy and family oriented (Taylor and Gao, 2014).

### **Gen X Stands Out for Its Pessimism About Retirement**

*% saying they are not confident about having enough money for retirement (2012)*



Source: Pew Research Center, 2012. Millennials include only their adult population ages 18 and older.  
PEW RESEARCH CENTER

Gen-X are almost all completely priced out of owning a home, in fact, almost 80% of them rent apartments or housing (Demographicsnow, 2014). They tend to live in larger cities like New York City, Miami, New Jersey, Los Angeles, or San Diego. Typical income of Gen-X is around \$50,000 (PRIZM, 2014). This group tends to be very hard working, with multiple jobs and just out of college.

They don't spend much time indulging in traditional media like TV, radio, or newspaper. This target does buy specific types of magazines however, such as Car and Driver, Food & Wine and Glamour. They are receptive to OOH, and public advertising on bus shelters, subway platforms, airport terminals, or large events (Demographicsnow, 2014). This group is also extremely affluent in technology.

They avidly use a number of social media accounts and constantly check and update to stay connected. They enjoy shopping online and some prefer it over taking time to go out and find a store. The most important media to capture for this demographic however is digital (Demographicsnow, 2014).





## Target Market

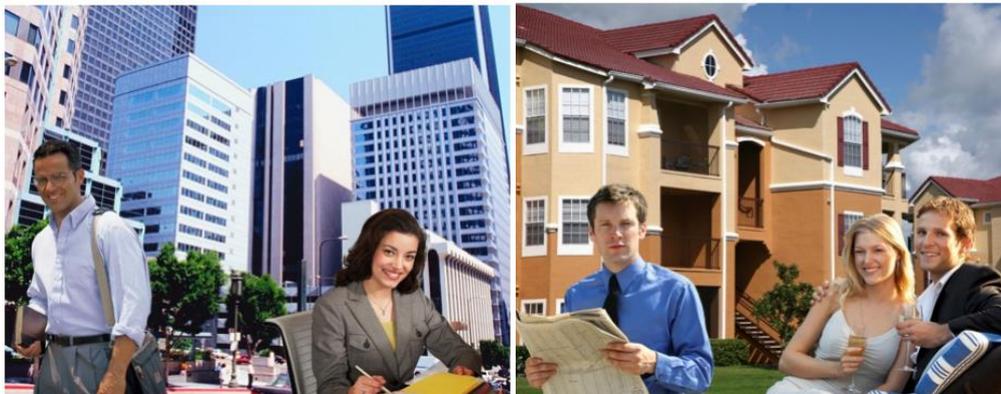
### Primary Target Market

Gen-X highly prefers to be entertained when they watch ads, so humor is one of the best methods in reaching to them (Demographicsnow, 2014). The “Young Achievers” of Gen-X are mostly divided between a high percentages of caucasians and asians, both men and women.

They are hip singles that care about image and the moment above saving for the future (PRIZM, 2014). When compared to the Millennials and the Baby Boomers, 44% said they were not saving properly for retirement (Taylor and Gao, 2014). There are around 12,418,238 households in the U.S. that fall under the lifestage group of “Young Achievers” (PRIZM, 2014).

Around  $\frac{1}{3}$  of the “Young Achievers” are married, in which both members of the household work to provide extra income and comfortable living. The majority of this group is without children but still very active in the dating game. They are big time night owls who enjoy city amenities like movies, theaters, comedy clubs and rock concerts.

You will also find them out at bars, nightclubs and casual restaurants such as Chili's and TGI Friday's (Demographicsnow, 2014). Their nightly activities do not end at the club however, because this segment is twice as likely to blog, listen to online radio stations, read magazines and watch videos online. They have a preference towards lifestyle websites that focus on New Age. These sites cover environmental, political and women's issues (Demographicsnow, 2014).

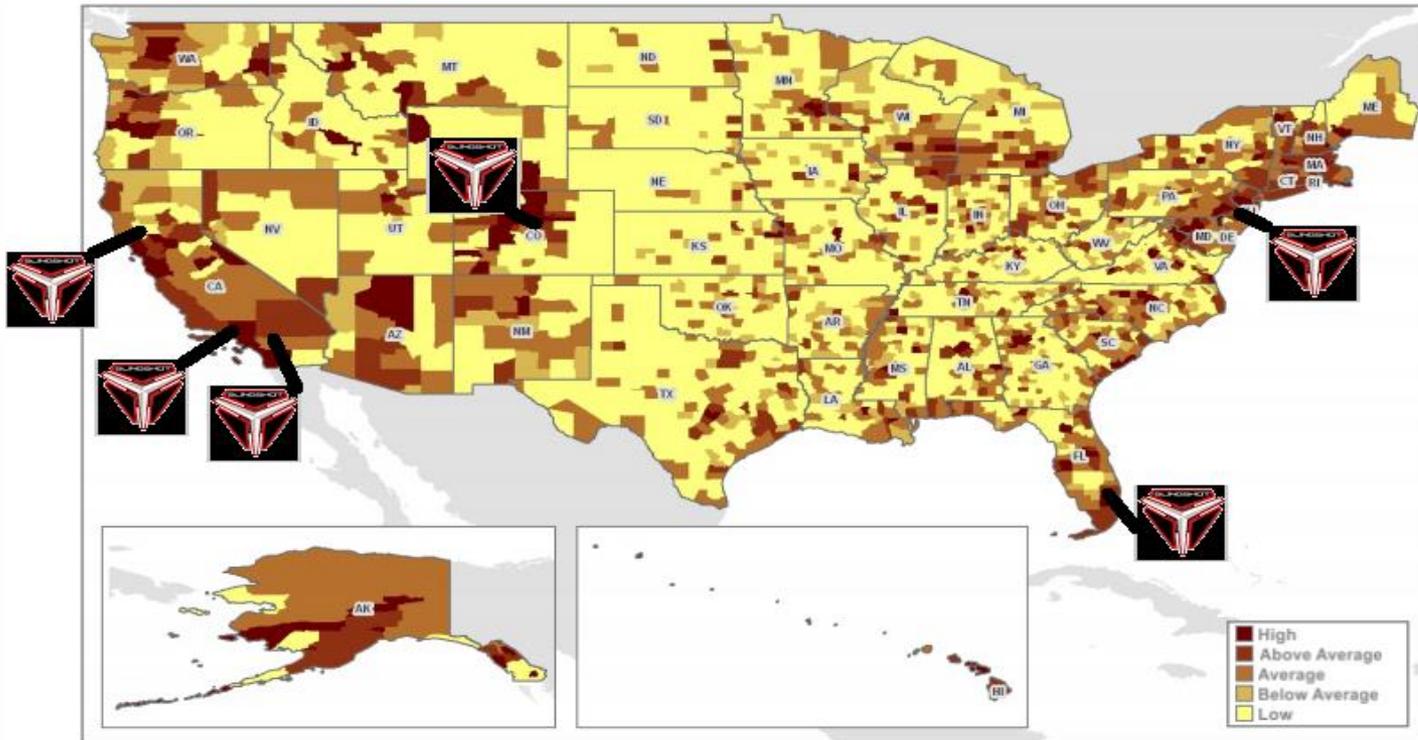




## Target Market

### Primary Target Market

Primary focus for the campaign will be concentrated in large cities around the US, dominated by this primary market. The cities include: Los Angeles, San Diego, San Francisco, Austin, Denver, Miami, and New York.





## Target Market

### Secondary Target Market

“Urban Edge” are a very similar to our target market. They are a collection of unmarried singles living in the nation's big cities, typically rent apartments, and have a yearly income of around \$75,000. This group is somewhat younger than the primary group, with ages ranging from 25-40.

This group is extremely fashion forward, keeping a close eye of the latest trends and best looks. They prefer local boutiques over the national chains. Most don't own a car, (those who do own cars tend to drive small sedans and sports cars not suitable for hauling luggage) and instead take public transportation (Demographicsnow, 2014).



“Urban Edge” has so much cross over with the primary market that they both relate in terms of media segmenting. This group is weak in terms of traditional media usage. They mostly interact online or in very selective niche mediums. They are however receptive to out-of-home advertising because many of them use public transportation in the big city (Demographicsnow, 2014).

Much like the primary market, this group likes to go out at night and drink at bars and nightclubs. In fact, compared to the average American, they are more than three times as likely to patronize bars and nightclubs (Demographicsnow, 2014). “Urban Edge” likes to listen to online radio stations, read niche magazines and watch videos online. They consider themselves to be very liberal, active voters. They are pro-choice and support progressive social issues. While many would consider themselves to be “spiritual,” the majority of this group does not follow any organized religion. (Demographicsnow, 2014).





## Competition

### Campagna Motors:

Campagna Motors is a Canadian company that created their first concept in 1988 and then finally built the first production unit in 1995. They are trying to dominate the market with their 3-wheeled vehicles, including the T-REX and V13R models. Campagna practices total quality management and sends out positive messages about the ease of maintenance and reliability for their products. The T-REX comes in two models, the T-REX 16S P and the T-REX 16S.

One of the Campagna models, the T-REX, hits high with consumers due to their emphasis on safety features and high quality components. The safety features include, “a crash tested tubular chassis with roll cage, and 3 point safety belts”. The high quality components are the waterproof seats, similar to that of the Polaris Slingshot, the Ipad/Iphone, USB connectivity, bluetooth capabilities, and an open glove compartment that can hold about 46 liters of cargo capacity (topspeed.com).



These two models are competition for the Polaris Slingshot due to their similar qualities. The difference between the T-REX 16S P and the T-REX 16s is that the T-REX 16S P includes, “a special anthracite color wheel that is machined face, stage 5 fully adjustable suspensions, a Sparco suede steering wheel, an exclusive red indoor soft cover, a branded carbon kit, and a wind deflector” (CampagnaMotors.com). It comes in 8 different colors and has bucket seats similar to the Polaris Slingshot. These models range from \$57,000-\$67,000. Campagna Motors strives to emphasize on the T-REX’s superior performance with a powerful BMW engine and high performance braking system.





## Competition

### Tanom Motors:

Tanom Motors is based out of Culpeper, Virginia and provides a 3-wheeled motorcycle named the Tanom Invader. The Tanom Invader has a steadily growing fan base due to the increase in Motorcycle shows that they attend. The Invader provides the steering immediacy of a road bicycle and a superbike engine with 197-horsepower that can bring the invader to 60mph in 3.5 seconds. This motorcycle is around \$55,000 and prides itself on delivery of “maximum thrills for two” (bbc.com).

The Invader also has low-slung seating, high performance tires, and cornering prowess. Although the Invader is considered a motorcycle, it comes with a six-speed transmission and qualities similar to a Jeep with an open-air cockpit. Tanom provides three Invader models, a hardtop, open-top, and track ready model. The variety of models is similar to that of the Campagna T-REX. Also, the Tanom Invader includes “a full compliment of gauges that round out the cockpit along with many standard amenities including a locking glove box, map light, power point and cup holders”. Other emphasized features include, “two locking watertight compartments that make the Invader perfect for a weekend getaway or quick trip to the store” (ultimatemotorcycling.com).

In comparison to the Campagna T-REX and Polaris Slingshot, the Tanom Invader also has bucket seats and no doors. All three of these motorcycles try to provide the ultimate thrill with superior quality.





## External Competition

### Can-Am Spyder:

The Can-Am spyder is a Canadian companies version of a three wheeled vehicle. Their mission is to : “deliver the ultimate power sports experience to our customers.” The company produces various 3 wheeled vehicles. A series referred to as the Can-Am Spyder. This one passenger motor vehicle is labeled as a sport cruising vehicle, whether its used for an adventurous time or a touristic sightseeing vehicle, the can am vehicles challenge the usual four wheel cars and motorcycles. A can am’s price point can range between \$14,000 - \$30,000. The Can-am produces 4 similar but different vehicles the Spyder F3, Spyder RT, Spyder RS, and Spyder ST.(Eisenstein, Paul)

The Can-Am indirectly competes with the Slingshot because of its unusual three wheel design as well as the various models it offers to the market. It’s weakness is the security and safety it offers compared to the slingshot.

In an effort to maintain a competitive advantage, Can-Am has featured itself music videos, television shows and films like G.I. Joe and Transformers II. The product placement of the Can-Am Spyder has helped it grow in popularity, especially in a younger crowd (motorcycle-usa.com, 2015).

The market for the Can-Am is growing outside the regular motorcycle market, with 25 percent of their buyers are non-bikers, and 23 percent are women, both huge leaps into new markets (Nelson and Riles, 2014).



**can-am**  
SPYDER



SLINGSHOT



## External Competition

### Morgan 3 Wheeler:

The Morgan is one of the oldest designs we have of the 3 wheeled vehicles. Its designs have been developed from the early 1900's and was initially created to be raced. Its design consist of a small opening which leads the Morgan to be known for being uncomfortable to drive. The body of the vehicle is produced from aluminum, with a Harley-Davidson -style V-twin built by the engine specialists at S+S hanging out front to provide the power . The Morgan 3 wheeler is designed in a minimalist style with an open seat where not much movement can be made, and there is no adjustable feet positioning, if you're too tall or too short there is not an option provided to accommodate your needs. (Rendell, Julian)

The Morgan 3 Wheeler also indirectly competes with the Slingshot because it too has a similar three wheel design. A weakness the Morgan presents is the opportunity to provide comfort to the driver and passenger.



MORGAN THREE WHEELER



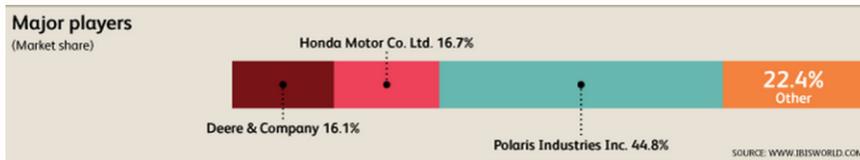


## Competition Summary

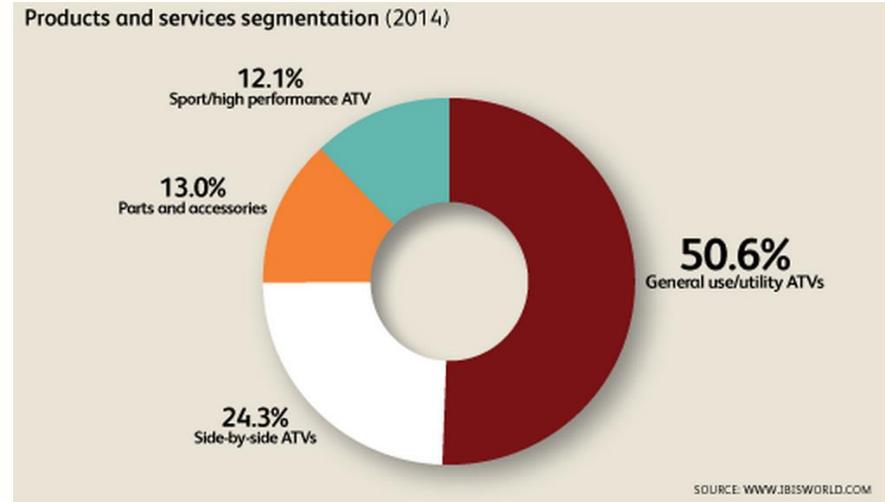
### Competitors:

In the industry the largest shareholders in regards to off road vehicles are Deere & Company, Honda Motor Company, and Polaris. The Slingshot could also be placed in competition with motorcycle producers for example Harley Davidson, Kawasaki Motors, or the Yamaha Corporation. Currently The Slingshot, for our campaign, would be targeted more likely to the market that does not necessarily pursue a thrill from motorcycles.

Therefore we summarize its direct competitors to be Campagna Motors, Tanom Motor, and its indirect competitors to be the Can Am Spyder, and the Morgan 3 Wheeler.



The above graph displays the Major Players in the market. Polaris holding a little less than half of the market share.



The above graph displays the segmentation of the motor products and services Polaris falls produces. The Slingshot being under the Side by side category.



## Objectives



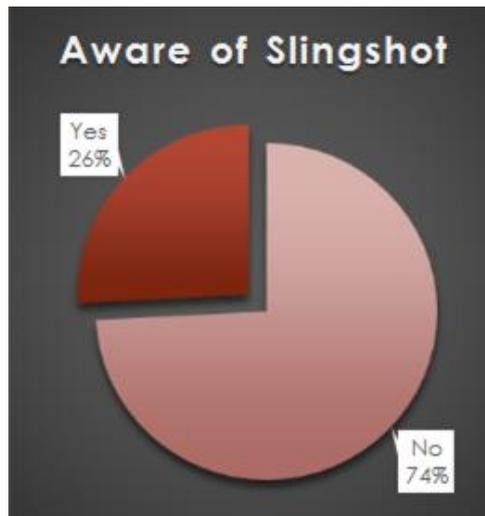
To increase awareness of the Slingshot among Young Achievers from 26% to 70% from March 1, 2015 to March 1, 2016.



To embrace the Slingshot's uniqueness rating of 7.7 out of 10 (survey of target market), and strongly position the vehicle as an image of individuality, character, and style from March 1, 2015 to March 1, 2016.



To start a viral campaign using the #undefinable tag and go from 0 Slingshot related hashtags uses as of March 1, 2015 to 100,000,000 uses by March 1, 2016.





## Strategies- Creative Strategy

According to Tim Fox, account manager J.D. Power and Associates, the future of the motorcycle industry depends on reviving the passion and prestige among the newer generations. The Undefinable campaign embraces individuality as it challenges the highest level of Maslow's hierarchy of needs by helping people seize their uniqueness. The campaign will spark debate and tension through its "pick-a-side" theme. The high voltage ads and messages will energize the younger generations and position the Slingshot as not only a new generation vehicle, but also a statement of youth and individuality.

### Tagline

The current tagline for the Slingshot is "Hold on, and let go." While this line does highlight the vehicle's physical capability, it lacks the power to make it stand above other brands. For the purpose of creating an empowering image, we are changing the line to "Be Undefined," and "Be Undefinable." These new lines not only send a positive message to the consumer, who in shopping for a unique ride already seeks this realization, but also taunts at the Slingshot's main problem. The taglines acknowledge the issue of car vs motorcycle, and instead of hiding from it, embraces and turns it into a strength. This message will be bolstered by our ads and transform into not only a tagline for a vehicle, but a movement across the nation.





## Strategies- Creative Strategy

### Color/Font

The Slingshot was released with the first colors being red #FF0000 and black #000000 (HTML-Color, 2015). Staying consistent with these colors to further develop the brand would be the most ideal choice. The bright red and black has a very modern look with the vehicle's sleek design. The color provokes dominance and sex appeal, which demands attention (Mehta, 2014). The color red also sticks in the audience's minds. In most presentations, when something is written in red, the audience will remember what was in red, over other portions (Interview with Linda Orlich, 2015).

The company also uses Arial as a default font on their website. The font is compatible with most HTML based systems and also very easy to read. We will be using this font for all the campaign, with back-up Helvetica (Linotype, 2001).

Color Name	Color Code
Red	#FF0000

Color Name	Color Code
Black	#000000





## Strategies- Media Strategy

### TV:

Generation X consumers use a wide variety of media, from traditional to digital media. According to azcentral.com, Generation X consumers spend a lot of time online, but will respond just as well with traditional media like television and radio (Williams, 2015). Gen Xers are very active, especially the psychographic group “Wired for Success”, and they will often be skeptical of the advertisements, so the ads will provide enough information or an area where they can further research the information (Klie, 2012).

“Wired for Success” used a mixed set of media based on what they are interested in. In regards to television, “Wired for Success” and “Young Achievers” are often too active to be around for Prime Time television but will be back in time for late-night television. The favored program genres for late-night programs are comedy, newscasts, and sports (demographicnow, 2014). Generation X knows what they want and desire an authentic message in advertising. By focusing on the desires of Gen Xers and portraying realistic events in the commercials, the advertisement will have the opportunity to have the consumers identify with the brand according to Nielsen (Reaching Generation X: Authenticity in Advertising, 2015).

Generation X leads consumption in television with sixty percent consuming television. According to Fruchtmann Marketing, forty-six percent of Generation X consume television during wind-down hours from 5 pm to 8 pm, sixty percent during prime time from 8 pm to 11 pm, and consume more television during late night than any other generation from 11 pm to 2 am (Department: Targeting Gen X, 2013).

Based on the high viewership of television after the workday ends, Television is a strong media strategy to use to reach the target audience. While Generation X is embracing digital technology, they still utilize older forms of media like television.





## Strategies- Media Strategy

### Out-of-Home:

Gen-X and specifically Young Achievers are always on the move. They lead such active lifestyles, that reaching them through traditional media where they would sit and watch/read is very difficult. This leaves them most open to out of home advertising (demographicsnow, 2014). By consistently having images show up on bus stops, billboards, and subways, Young Achievers are much more likely to see and retain the information they see.

With Out-of-Home media, the audience for the advertisement is not limited to the target audience, it can reach a wide range of audiences based on whoever walks, drives, or passes by the media by any means (Green, 2011). On average, people spend twenty hours or more traveling per week and according to the Arbitron National In-Car study of 2009, 71 percent of people look at billboards on the side of the road (Olenski, 2011). Along with that finding, it was also concluded from the study that one third of people reported looking at an out-of-home ad almost every time, if not every time they passed by one. In the Arbitron report, it was also discovered that the people who travel the most more likely live in high income households, which is where the target market lies (Williams, 2009).





## Strategies- Media Strategy

### Public Relations:

Public relations is a great way to reach our target audience. It helps to build a relationship, encourages them to become a customer, helps build their brand awareness and increases sales leads ("4 ways to reach your target audience", 2013).

Alongside traditional media outlets, such as Twitter and Facebook, the use of trade show and vendor booths is a great way to connect with a target market. Generation X is often characterized by high level of skepticism, having a "what's in it for me" attitude ("Generations X,Y, Z and the Others ",n.d.) meaning that real-world situations and authenticity appeal most to them ("Newswire ", 2012). This generation enjoys hands on experience with products and live interaction with companies.

Social Media is a growing trend amongst Generation X. "Pew's Generations report that 86% of Gen X are online almost on a daily basis" (business2community.com). Online opportunities give consumers a way to connect with products. Social Media is an ideal way to build this connection with consumers. Not only can the consumer connect with the brand and the company but they can also connect with other consumers who have had some interaction/experience with the product as well.

Another benefit from Social Media are the consumer reviews and word of mouth provided. If one person expresses positive word of mouth then the brand can build awareness and in the long run increase profit. Generation X is a very insightful group of people who prefer to hear the opinions of others before purchasing. With their comfort level of technology increasing, Social Media is a great outlet to encourage engagement, display reviews, and build awareness.





## Strategies- Media Strategy

### Print:

Since the Polaris Slingshot targets a market of highly educated readers, print is a great way to advertise. People within this group prefer traditional media outlets such as magazines. Also, these readers have primary psychographics including “wired for success” and “young achievers”. They prefer reading magazines that specialize on their hobbies and increase their knowledge.

Specialized magazines allow reach to niche markets, making it easier to narrow down the target market and figure out how to get the message across to them. Print is tangible and therefore gives consumers the opportunity to become more engaged in the reading. Whether that is taking it out and about or just being able to physically touch the pages and interact with them. This traditional media outlet is very popular, especially amongst Generation X, the Polaris target market. For consumers who are starting to spend more money on luxury items, print media is the way to lure in these big spenders for the Polaris Slingshot ([business2community.com](http://business2community.com)).





## Tactics- TV

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Generation X consumers are independent people who value diversity, because of this they appreciate when independence and individuality is reflected in the advertisements they are viewing. To properly influence Generation X, the advertisements must promote that every individual is different and to use this means to convince them why they want the product (Williams, 2015). “Wired for Success” watches television programs like Desperate Housewives, The Office, and 48 Hours Mystery when they have the time to watch television, but they are often too busy to regularly watch much TV (demographicsnow, 2014).

Generation X has a hard time defining what generation they recognize themselves in (The MetLife Study of Gen X: The MTV Generation Moves into Mid-Life). Polaris represents diversity and individuality in the unique design of the vehicle and the image the user represents. The tagline of “Be Undefined” supports the notion that users are not a one-size fits all and that each person has his or her own identity. By running two different commercials, we will be able to successfully reach Generation X with the Polaris identity of being unique and young no matter what age you really are.

The first commercial will be a simplistic commercial featuring the major aspects and lifestyle of the Polaris Slingshot. This commercial will appeal to consumers who want to know more about the vehicle and its features. This commercial will be aired during Monday night football on ABC, The Amazing Race on Fridays on CBS, and Grey’s Anatomy Thursdays on ABC.

The second commercial will be a funny commercial featuring two men talking about the Slingshot and being mistaken for discussing women. This will air during Saturday Night Live and The Voice on Mondays on NBC. This commercial will be used to appeal to the comedic side of Gen Xers and to those who don’t want to know solely about the specs of the vehicle.





## Tactics- TV

The ads during Monday Night Football will run from September through December, two times a month. This will ensure that regular football viewers see the Polaris message multiple times a month, but since it is the most expensive we cannot afford to use this program weekly.

We will have commercials during Saturday Night Live every Saturday from September through May to reach the target audience who watch late-night television and enjoy comedy channels.

The Polaris ads will run during The Voice Season 10, which will air approximately during February through May Monday's. The commercials will be run twice during the months of March and April, three times during February, and four times during May. This will be used to reach the viewers who watch primetime shows and there are more ads during the beginning and end of the season because of people tuning in to see if they will watch the season and to view the winner in the finale.

The ads during the Amazing Race will run twice a month during May through June, June through July, and October through November to reach Primetime viewers who are interested more in adventure and the outdoors.

The ads during Grey's Anatomy will air September through May, twice a month to reach the audience that watches Prime Time television but is more interested in drama programs. During December and January, the ads will be run once a month due to the fall finale and the spring premiere giving a hiatus of new episodes in those months.



SLINGSHOT

30



## Storyboard for the “Informative Commercial”:



*Visual:* Guy shoots slingshot and then the Polaris Slingshot appears. Caption says, “Are you ready for the next big thing?”  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Car pulls up next to a Polaris Slingshot. Caption says, “2.4L DOHC Ecotec Engine”.  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Outer view of a Polaris Slingshot and a caption that informs consumers of the “waterproof seats”.  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Polaris Slingshot speeds up and drives away. Caption then describes the “5 Speed Manual Transmission” feature.  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Polaris Slingshot drives away and the taillights are shown. The caption then pops up describing another feature which are the “LED taillights”.  
*Audio:* Born to be wild by Steppenwolf



**Storyboard for the “Informative Commercial”:**

*Visual:* The Polaris Slingshot is featured making fast turns. Caption says, “Electronic Power-Assisted Steering”.  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Polaris Slingshot keeps making fast turns in order to show how the vehicle can maneuver. This clip also shows the thrill that can be experienced.  
*Audio:* Born to be wild by Steppenwolf



*Visual:* Screen fades to black and shows the brand name with the logo. Also, includes the slogan for our campaign, “Be Undefined”.  
*Audio:* Born to be wild by Steppenwolf



## Storyboard for the “Funny Commercial”:



*Visual:* Guy 1 staring at camera and talking.

*Audio:* \*Script



*Visual:* Guy 1 looks over at other guy and talking.

*Audio:* \*Script



*Visual:* Guy 2 staring at camera and talking.

*Audio:* \*Script



*Visual:* Upset girl walks in and slams door. Questions what they are talking about.

*Audio:* \*Script



*Visual:* Guys both staring at camera and talking to each other

*Audio:* \*Script



## Storyboard for the “Funny Commercial”:



*Visual:* Back shot of guys heads looking at TV with Slingshot on the screen.

*Audio:* \*Script

\*Script for ad:

**Guy 1:** Dude check out those bulbs! You can tell just by looking at them.

**Guy 2:** The bulbs? No way man, look at that skinny rear-end, that's the defining part.

**Guy 1:** You are crazy bro, up in front is most important, that's what everyone is looking at.

**Guy 2:** See you're wrong, it's watching them leave, that's the good part!

**Guy 1:** My money is still on the front being more important, I would jump in that so fast man, you don't even know!

**Girl:** What on earth are you talking about!?! I can hear every word you are saying in the other room!

**Guy 2:** We're talking about the Slingshot, it's clearly a bike, just look at the rear-end.

**Guy 1:** Man I'm telling you it's about the front end, it clearly is a car...clearly.

**Narator:** The new Polaris Slingshot, Be Undefined.





## Tactics- Out-of-home

Because Young Achievers live in the city environment, and are always on the move, out of home advertising is going to be the most effective way to catch their attention (Demographicsnow, 2014). For the campaign, bus stops, taxi tops, benches, and billboards in the seven target cities will be used to fully immerse our target with the slingshot. The ads will all run year round, as well as numerous locations in all 7 of the cities. The only exception to this are the high end neighborhoods in Los Angeles and New York, where there will be additional bus stop ads that do not appear in the other cities.

The aggressive out of home strategy will flood the big cities with the slick black and red designs of the Slingshot through a partnership with Blue Line Media. Over the course of one day, the ads across all the 7 cities combined have the potential of making around 630 billion impressions per day (Blue Line Media, 2015). Theoretically this means for every dollar spent on this out of home tactic, there lies a potential 88 thousand impressions.



**#UNDEFINABLE**





## Tactics-Billboard



To reach our audience we will be placing our ads on local billboards of cities where there is high volume of traffic.

Every billboard will have the “Be Undefined” tagline with the Polaris Slingshot logo next to it. The billboards will have little to no text on them, as the main focus will be on the bright colors and the tagline.

There will however be a reference to the cell phone application on a few of the billboards, located in different corners to balance out the image.





## Tactics- Billboard



We will remain consistent with our ads and our tagline through all of the out-of-home mediums.



This ad will demonstrate how the slingshot is different from a motorcycle and a sports car by directly comparing the two vehicles to the slingshot.



## Tactics- Taxi-tops and Benches



### Taxi Tops:

-  Impressions/Views: Range of 9,000 to 12,000 per ad per day.
-  Size: 48" W x 14" H.
-  We will run 50 taxi tops in all 7 of the cities for the entire year, equaling a consistent 350 tops nationwide.



### Benches:

-  Impressions/Views: Range of 8,000 to 14,000 per ad per day
-  Size: 84" W x 30" H, 84" W x 24" H or 72" W x 24" H, depending on the market.
-  We will also have 25 benches in all 7 of the cities for the entire year, summing up to 175 benches nationwide.





## Tactics- Bus Stops

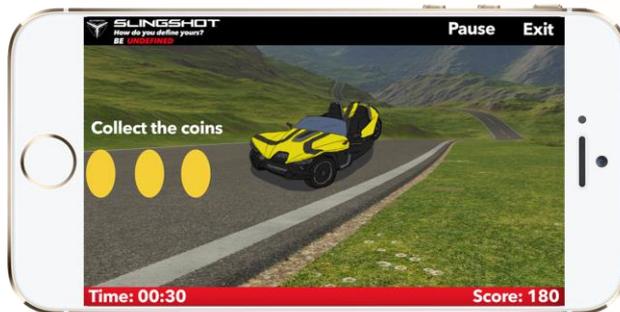
### Bus Stops:

-  Impressions/Views: Range of 9,000 to 17,000 per ad per day.
-  Size: 47.5" W x 68.5" H, 48" W x 69" H or 48" W x 72" H
-  Rates for bus stop placements vary depending on the scale of the neighborhood and traffic they receive. Because of the high density in Los Angeles and New York, there will be 15 bus stops in those cities, specifically located in high-income areas.
-  In general each city will have 20 small to medium size market bus stops as well for the entire year. This sums up to a total of 170 bus stops nationwide for the entire year.





## Tactics-App



### How do you define yours?

To create a buzz or word of mouth advertising we will be creating an application (app) to reflect our campaign. The App will have various features. First the app will allow you to race a Slingshot. As well as customizing your very own Slingshot, allowing the audience to choose from a range of colors.

When a Slingshot is designed, the image of the vehicle can also be shared to social media outlets as well as the participants top scores.

Apart from designing and racing a polaris in the game you will also be able to see top scores, and find a local dealer.





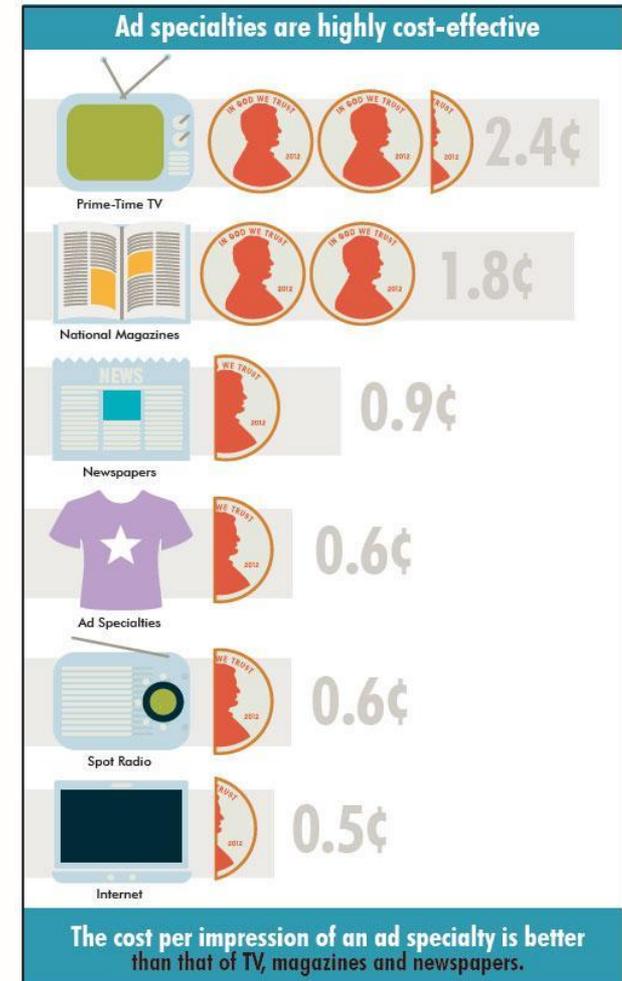
## Tactics- Vendor Exhibits

Trade show and event exhibitions are great ways to reach customers as they attract an overwhelming number of new prospects. In addition, the majority of visitors have the buying authority ("The Center for Exhibition Industry", 2008). In fact, four out of every five people are potential customer for an exhibit (Thimmesch, 2013). When looking to reach young adult males, such as those found in the Gen X target market, events are the key. Crowds that attend motorsport events are primarily males of about 45 years of age or younger (Vasquez, 2010).

At select motorsport events located through the United States, we plan on setting up a vendor exhibit at the heart of the attraction. At the exhibit we will have a Slingshot simulator setup in which customers can sit in and virtually test drive the vehicle. This will help our target market as they prefer hands on interaction and must "see to believe."

At the events we will have promotional items available to give away as customers visit the exhibit booth. Advertising specialties are one of the least expensive forms of advertising and is more targeted. This allows for higher levels of interaction between consumers and the brand. For our campaign we will have shirts, bags and pens designed. In the U.S. bags generate the most impressions out of any item, generating 5,772 impressions, while t-shirts generate 2,450 impressions and pens generate roughly 2800. ("Make Impression")

The vendor booth would be set up at different racing events located throughout the country. We have selected locations that offer exhibitor spaces and have events spread-out throughout the length of the year as to have a better reach. The following pages will discuss each event location.





## Tactics- Vendor Exhibits

The first motorsport event we will set up at will be the Continental Tire Monterey Grand Prix, powered by Mazda, hosted at the Mazda Raceway in Salinas, California.

This race features the TUDOR United SportsCar Championship, one of America's premier road racing series. The racing event is non-stop as there are two styles of cars competing; Prototype and GT (Grand Touring). Each style also has two classes, a Pro and a Pro-Am. ("Continental Tire Monterey Grand Prix", n.d.)

Cost for a 40'x40' vendor exhibit is roughly \$5,200 (\$3.25 per square foot).

The second motorsport event will be the MotoAmerica Subway Superbike Doubleheader, hosted at the Road America in Plymouth, Wisconsin in May.

This race is a "fast and flowing" 4-mile natural road course, it is one of the most challenging tracks on the MotoAmerica calendar. This is an annual two-wheel celebration that draws huge crowds for a weekend fill of doubleheaders in four different classes. ("MotoAmerica SUBWAY Superbike Doubleheader", n.d.)

Cost for a 40'x40' vendor exhibit is roughly \$5,000.

The third motorsport event will be Sahlen's Six Hours of the Glen, hosted at Watkins Glen International located in Watkins Glen, New York during June.

The weekend will feature the IMSA TUDOR United SportsCar Championship as well as Sahlen's Six Hours of The Glen. ("Corporate Marketing", n.d.)

Cost for a vendor exhibit at Watkins Glen is approximately \$8,000.





## Tactics- Vendor Exhibits

The fourth vendor event will be the Continental Tire Sports Car Challenge hosted at Road America in August. The Showcase takes over Road America's four-mile circuit. The event will start out with the Sports car Challenge on Saturday and the TUDOR United SportsCar Championship event on Sunday. Fans will get to partake in a wide variety of events ranging from autographs and tech talks to fan forums and car corrals. ("Continental Tire Road Race Showcase", n.d.) The vendor exhibit will cost approximately \$5,000 for a 20'x20' vendor booth.

The fifth event will be the Daytona 200 Bike Week at Daytona International Speedway in Daytona, Florida. The event is highlighted by the Daytona Supercross by Honda on Saturday, the Daytona Flat Track doubleheader in the middle of the week and the Annual running of the Daytona 200 at the end of the week. ("BIKE WEEK - Daytona International Speedway", n.d.) The vendor exhibit will cost approximately \$8,000 for the event.

The sixth and final event will be the 12 Hours of Sebring hosted at Sebring International in Sebring, Florida. The event will bring nearly 200,000 race fans to Sebring to witness some of the finest road racing cars and drivers in North America. ("Sebring International Raceway - Vendor Exhibitor Space", n.d.) The vendor exhibit will cost approximately \$4,000 for a 40'x40' space in the Paddock, the most attractive spot for vendors and exhibitors.





## Tactics- Vendor Exhibits

### Promotional Items:

#### Pens:

Order 100,000 units

Cost: \$29,000

("Gripper Promotional Pens | PensXpress", n.d.)

#### Shirts:

Order 7,000 units

Cost: \$27,020

("Polaris Slingshot Design", n.d.)

#### Bags:

Order 50,000 units

Cost: \$97,500

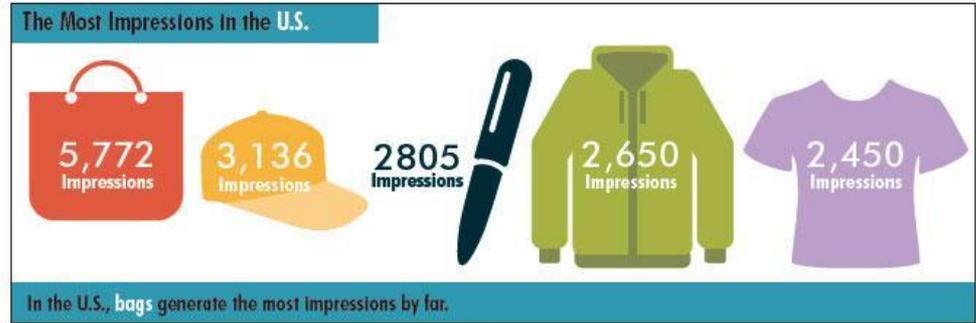
("Slant Sportpack", n.d.)

#### Simulator:

Order 2 units

Cost: \$300,000

(Hooper, 2015)





## Tactics- Magazine

### Autoweek Magazine:

Autoweek magazine consists of about 68.3% of subscribers who have been loyalists for over 10 years (Figure 2, appendix). These readers have a high engagement with the magazine by spending around 74 minutes reading each copy (Figure 2, appendix) and “seeking wisdom in their automotive quests” (autoweek.com). These readers are highly educated, as is our target market. Another reason why Autoweek magazine would be a beneficial medium to advertise in would be because the median age of subscribers is around 46 years old (Figure 3, appendix), where as our target market is around 30-50 years old. Some people consider these vehicle a car so it’s a great option to incorporate our advertisements in this type of magazine.

The Autoweek target market matches the Polaris Slingshot target market. Therefore, this is a magazine that would have a high influence on increasing awareness on the Polaris Slingshot. A color full page will run 9 times in the year. Once a month between the months of March to November. We’re only running the ads in this magazine 9 times a year because of the facts that this vehicle is technically considered a motorcycle. Ads are being excluded between the months of December-February because of the cold weather and less of a desire for consumers to be outside riding this vehicle.

### Cycle World Magazine:

There are quite a few reasons why Cycle World is a beneficial magazine to advertise in for the Polaris Slingshot. Readers are highly educated in Motorcycles. Cycle World is owned by BMG. BMG says, “23% of our readers say they do not subscribe to any other motorcycle magazine” (bmgmediasolutions.com). Therefore, there are brand loyalists who would be exposed to the Polaris Slingshot and consider giving it a chance. According to Figure 1 in the appendix, the median household income for Cycle World readers is around \$69,601. Our target market median income is around \$50,000. Therefore, this magazine targets consumers around the same household income. Also, the median age for our target market is between 30-50 years old, while the median age for Cycle World readers is around 42 years old (Figure 1, appendix).

Since the Cycle World readers match the target market, this magazine would be very important to advertise in. A bleed color full page (7.75 X 10.5) will run once a month for a whole year. Considering the Polaris Slingshot is considered a motorcycle, more emphasis should be put in the magazine that truly defines the vehicle. The magazine advertisements will feature the Polaris Slingshot with a campaign going back in forth between the auto magazine and the motorcycle magazine, “Is this a car or a motorcycle? Which side are you on?”





DOWNLOAD THE APP  
CUSTOMIZE YOUR OWN SLINGSHOT



SLINGSHOT  
**BE UNDEFINED**

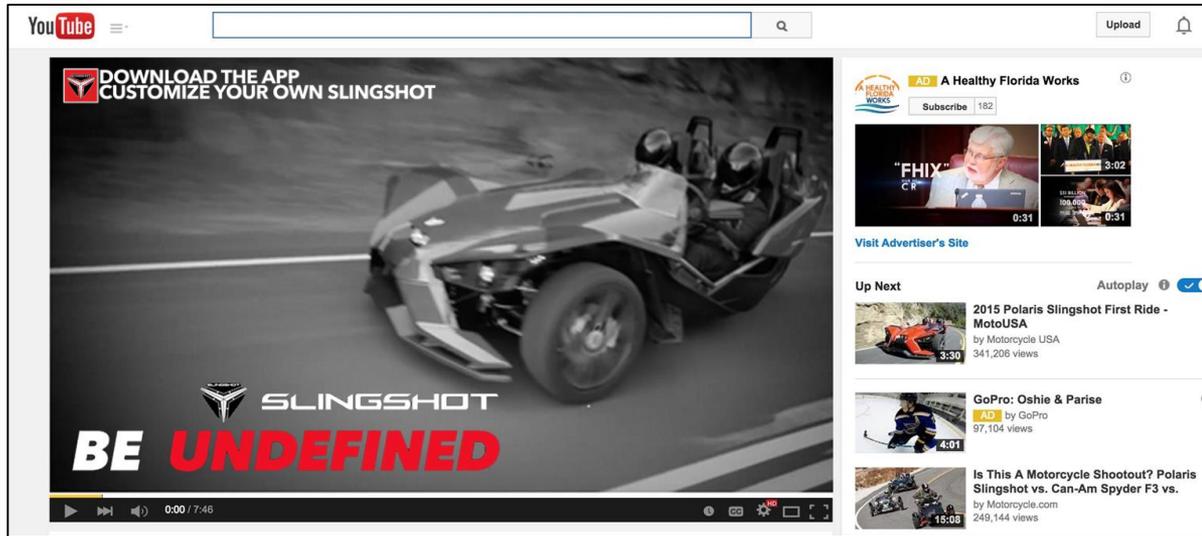


SLINGSHOT  
**BE UNDEFINED**

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## Tactics- Youtube



We plan to use an affordable way of advertising through youtube ads. Youtube is known for allowing advertisers to reach their target market. According to Nielsen advertising on TV and via online video provides a higher impact than advertising on TV alone.

Therefore advertising through youtube will allow us to pinpoint our target market and not only reach our target but through the combination of TV and online help the audience recall our message. We will specifically use standard in-stream ads play before, during or after a viewer initiates a YouTube video. This format of ads will not allow the viewer to skip the ad. Ads can be a maximum of 15 seconds and we will display a short version of our commercials.



SLINGSHOT

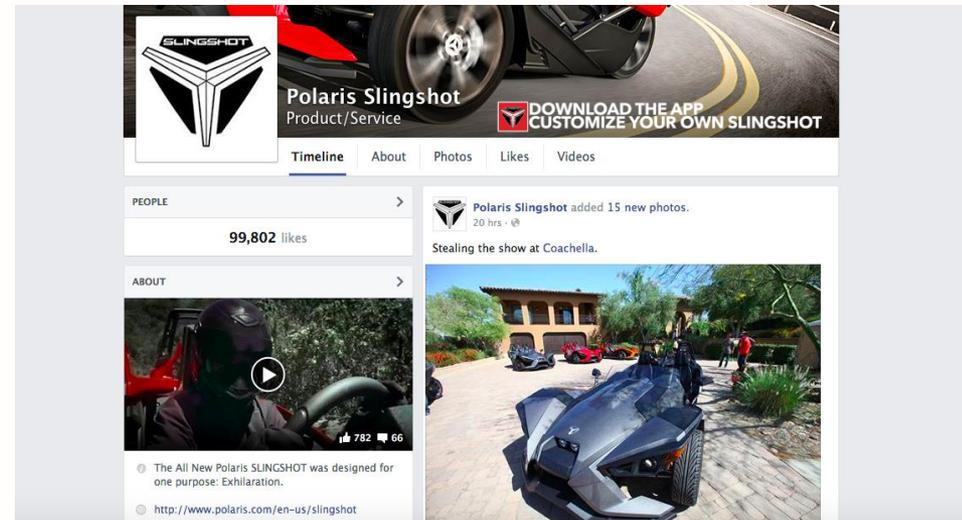


## Tactics- Social Media

### Facebook:

Facebook is the main media outlet that we plan to pursue with our Social Media advertising. It's a free way to build awareness between a consumer and a brand.

We plan to maintain the current Polaris Slingshot page by keeping up with the Polaris Slingshot appearances, showing people who have had a chance to test drive the vehicle, and giving consumers the free advantage to express their opinions on Facebook comments. We want to add a couple of features as well. This includes adding a link to download the Polaris Slingshot app underneath the website link and also initiating contests and giveaways for a chance to win free Polaris Slingshot test rides and promotional gear, such as our T-Shirts and bags.



SLINGSHOT



# Budget

## Slingshot Budget

### Expenses

**Total Expenses** **\$19,058,121.00**

TV		
Monday Night Football	Sept-Dec 2x a month	\$3,200,000.00
The Voice	11 weeks x 274,157	\$3,015,727.00
Grey's Anatomy	16 weeks x 149,523	\$2,392,368.00
SNL	39 weeks x 26500 an ad	\$1,033,500.00
The Amazing Race	10 weeks x 76375	\$763,750.00
<b>Totals</b>		<b>\$10,405,345.00</b>

OOH		
High Bus Stop	12 months x \$6500 x 2 cities x15 bus stops	\$2,340,000.00
Taxi Tops	12 months x \$500 x 7 cities x50 tops	\$2,100,000.00
Medium Bus Stop	12 months x \$600 x 7 cities x20 bus stops	\$1,008,000.00
Benches	12 months x \$500 x 7 cities x 25 benches	\$1,050,000.00
Billboards	12 months x \$750 x 7 cities x 10 billboards	\$630,000.00
<b>Totals</b>		<b>\$7,128,000.00</b>

Public Relations		
Simulator		\$400,000.00
Materials		\$153,520.00
Events		\$32,700.00
<b>Totals</b>		<b>\$586,220.00</b>

Print		
Autoweek	32004 x 9 issues	\$288,036.00
Cycle World	21710 x 12 issues	\$260,520.00
<b>Totals</b>		<b>\$548,556.00</b>

Youtube		
.30 per view	50,000 views a month x 12 months	\$180,000.00
<b>Totals</b>		<b>\$180,000.00</b>

Out of the box		
Slingshot App		\$10,000.00
<b>Totals</b>		<b>\$10,000.00</b>

Production cost		
	10% of Budget	\$200,000.00
<b>Totals</b>		<b>\$200,000.00</b>





# Flight Chart

## Media Flight Plan

### Polaris Slingshot for year 2015-2016

	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar - 16	Apr-16	Total
<b>TV</b>													
Monday Night Football					\$800,000	\$800,000	\$800,000	\$800,000					\$3,200,000
The Voice	\$1,096,628									\$822,471	\$548,314	\$548,314	\$3,015,727
Grey's Anatomy	\$299,046				\$299,046	\$299,046	\$299,046	\$149,523	\$149,523	\$299,046	\$299,046	\$299,046	\$2,392,368
SNL	\$106,000	\$79,500	\$79,500	\$79,500	\$79,500	\$79,500	\$79,500	\$79,500	\$79,500	\$106,000	\$79,500	\$106,000	\$1,033,500
The Amazing Race	\$152,750	\$152,750	\$152,750			\$152,750	\$152,750						\$763,750
<b>Total: TV</b>	<b>\$1,654,424</b>	<b>\$232,250</b>	<b>\$232,250</b>	<b>\$79,500</b>	<b>\$1,178,546</b>	<b>\$1,331,296</b>	<b>\$1,331,296</b>	<b>\$1,029,023</b>	<b>\$229,023</b>	<b>\$1,227,517</b>	<b>\$926,860</b>	<b>\$953,360</b>	<b>\$10,405,345</b>
<b>Out-of-Home</b>													
High Bus Stop	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$195,000	\$2,340,000
Taxi Tops	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$175,000	\$2,100,000
Medium Bus Stop	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$84,000	\$1,008,000
Benches	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$87,500	\$1,050,000
Billboards	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$630,000
<b>Total: Out-of-Home</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$594,000</b>	<b>\$7,128,000</b>
<b>Public Relations</b>													
Events	\$146,080	\$146,380		\$143,380							\$150,380		\$586,220
Cell Phone App	\$837	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$10,000
<b>Total: PR</b>	<b>\$146,917</b>	<b>\$147,213</b>	<b>\$833</b>	<b>\$144,213</b>	<b>\$833</b>	<b>\$833</b>	<b>\$833</b>	<b>\$833</b>	<b>\$833</b>	<b>\$833</b>	<b>\$151,213</b>	<b>\$833</b>	<b>\$596,220</b>
<b>Print</b>													
Autoweek	\$32,004	\$32,004	\$32,004	\$32,004	\$32,004	\$32,004	\$32,004				\$32,004	\$32,004	\$288,036
Cycle World	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$21,710	\$260,520
<b>Total: Print</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$21,710</b>	<b>\$21,710</b>	<b>\$21,710</b>	<b>\$53,714</b>	<b>\$53,714</b>	<b>\$548,556</b>
<b>Social Media</b>													
YouTube	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
<b>Overall Total Spending</b>													<b>\$18,858,121</b>





## Control and Implementation

The Polaris Slingshot campaign will be measured for success through various means of random samples, surveys, and measurement of social media. The campaign will be overseen by Polaris and the Marketing team to monitor if the objectives were achieved.

Because the Undefinable campaign will be attempting to start a viral movement, keeping close contact through social media sites and watching feedback from consumers will be imperative. Polaris will need to have a team dedicated specifically to watching trends in the culture, and actively placing the #undefinable whenever there is a trending fad. This will not only help keep the hashtag relevant, it will also give the movement good public relations. One of the main keys to the Undefinable campaign is that it empowers the consumer, and not just a marketing catchphrase to get attention. It is important that the emphasis is on the consumer through social media, not just the Slingshot.

Our first objective is to increase the level of awareness for Polaris Slingshot among our target market, nationwide from 26 percent to 70 percent by March 2016. In order for Polaris to measure this, we would recommend that they use a random sample size of individuals from the target market and ask them to take the same survey that was initially implemented in order to measure the general awareness. This type of recognition test will allow for Polaris to determine the total variance of brand awareness from before the campaign to during or after the campaign. Survey takers will be presented with questions asking if they have heard of the Polaris Slingshot and whether they would be willing to test drive vehicle or even purchase the vehicle.

Our second objective is to embrace the Slingshot's uniqueness rating of 7.7 based on survey results. Polaris and the marketing team, through the evaluation of consumer and target market feedback received from reissuing the initial survey, will measure the results of this tracking test.

Our final objective is to increase the number of uses of the hashtag, UNDEFINABLE, from 0 to 100,000,000 uses by March 2016. This will be monitored by both Polaris and the marketing team, and can be tracked through the use of a social media tracking site.





## Conclusion

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The Undefinable campaign is literally what it's name says. The campaign targets a younger generation of new drivers, and creates a new sustainable market for the industry. The focus on Generation X will help position the Slingshot as a truly modern and innovative product.

With the backing from an aggressive media strategy, the Undefinable campaign will create a revolution in America, by implementing a new age of individualism. The entire focus of our tactics is to provoke the consumer into desiring their own individuality.

The campaign uses its resources to fully develop a competitive brand advantage over other three wheeled vehicles in the market. This advantage is crucial to not only building awareness, but to further developing it and keeping that unique aspiring image.

The campaign will increase awareness of the Slingshot from it's low 26% level to 70% in only one year. It will succeed in branding the Slingshot as the most unique and valuable vehicle in it's competition, as well unleashing a viral campaign.

Within only on year, the viral campaign will promote the Slingshot, as well as empower the community by reminding them that everyone is special in a way that nobody else can copy.





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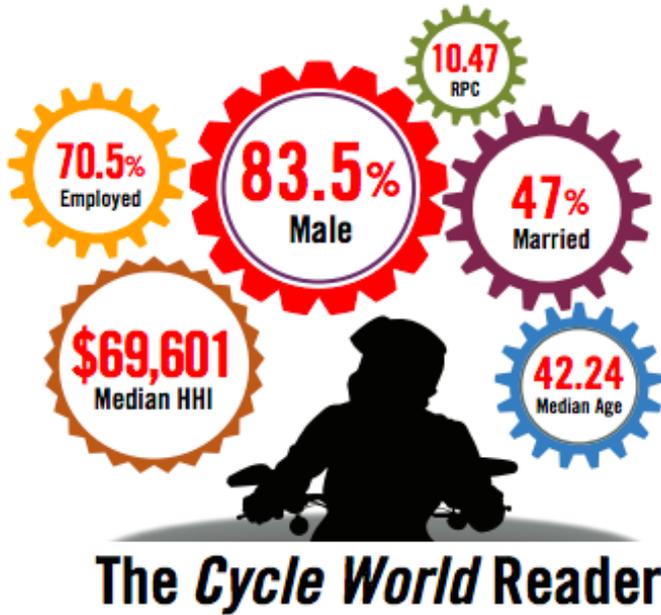
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# Appendix



Source: MRI Doublebase 2014

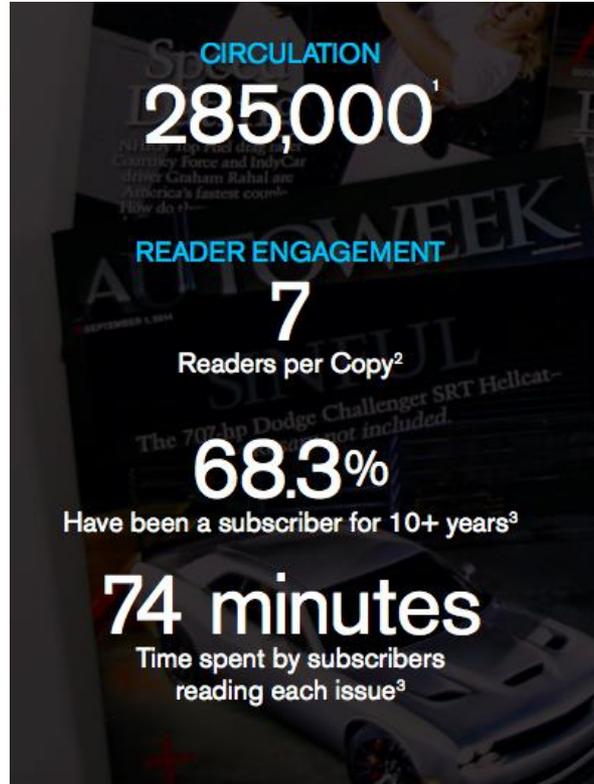


Figure 2. Statistics for the Autoweek magazine. (autoweek.com).

(autoweek.com)

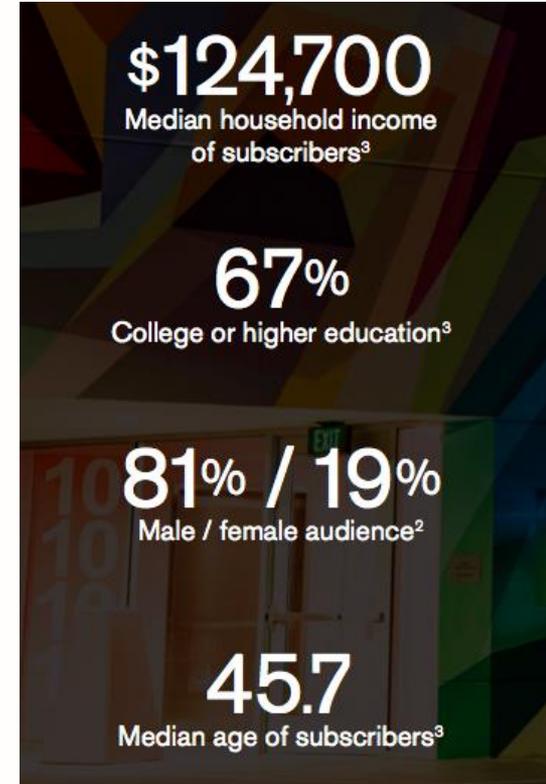


Figure 3. Continued statistics for the Autoweek magazine.



## Appendix- Survey

1) Have you heard of the Polaris Slingshot?

- a) Yes
- b) No

2) After looking at the picture, how unique would you rate it from 1-10, 1 being very dull, and 10 being one of a kind.

1 2 3 4 5 6 7 8 9 10

3) On a scale from 1-10, 1 being not willing, to 10 being very willing, how willing would you be to go on a test drive in the Slingshot?

1 2 3 4 5 6 7 8 9 10

4) On a scale from 1-10, 1 being not interested, to 10 being very interested, how interested would you be buying a Slingshot, given you had the spare money?

1 2 3 4 5 6 7 8 9 10

5) When you make purchases with extra money, which of the following categories are you more likely to invest in?

- a) Clothes
- b) Cars/Motorcycles
- c) Vacations
- d) Sports
- e) Technology

6) On a scale from 1-10, 1 being not important, to 10 being very important, how important is customizing your vehicle to your own preferences?

1 2 3 4 5 6 7 8 9 10

7) Would you prefer to customize your own vehicle with colors and accessories, or buy a premade vehicle for the same price?

- a) Customize
- b) Premade

8) What is your gender?

- a) Male
- b) Female





## Appendix- Survey Results



Rating scales for Uniqueness, purchase, and test drive were based off a 1-10 scale, 10 being the highest, and 1 being the lowest.

The averages where:

Uniqueness: 7.67

Willingness to Purchase: 2.72

Willingness to Test Drive: 7.0

