

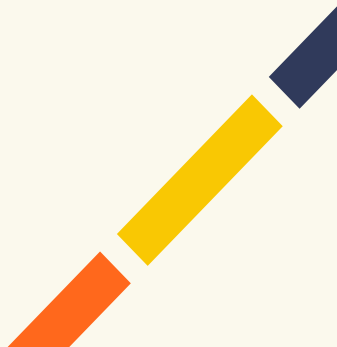
The Way It Should Be.

Myers | Fisher



ADVERTISING STRATEGY

**This campaign will convince
30-45 year old male and
females that Carmax provides
a confident car-buying
experience based on the 125
point inspection.**



Features and Benefits

Feature

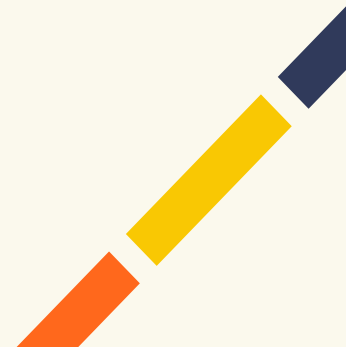
Carmax offers a 125 point inspection on all used cars they sell.

Benefit

- “I feel confident knowing I did not get scammed”
- “I feel safe knowing my family is in a safe car”
- “I believe Carmax has technical expertise and that knowledge reverberates through the entire team, even sales people.

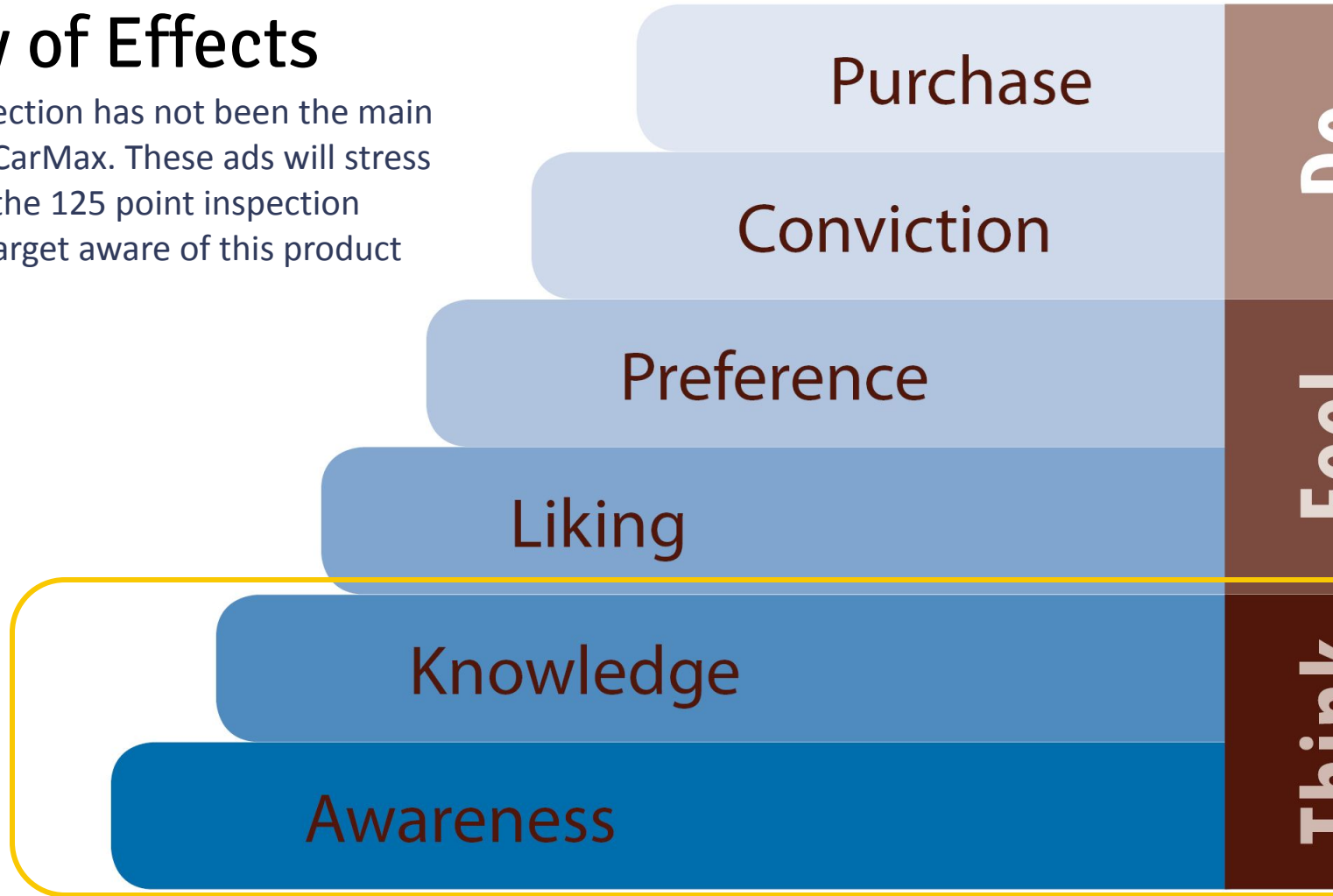
Reasons to Believe

Carmax follows a industry standard inspection with technicians who have to pass several certifications.



Hierarchy of Effects

The 125 point inspection has not been the main focus of any ad by CarMax. These ads will stress the importance of the 125 point inspection while making our target aware of this product attribute.



Website Copy Tone Inventory

Academic

Longer sentences, technical terms OK; Passive voice OK; No colloquial phrases, cute metaphors

Folksy

Shorter sentences preferred; Prefers active voice, action verbs; Colloquial phrases and metaphors OK; Will break grammatical rules for above

Corporate

No pronouns (“I” “you” “we”); Focus on organization and what they do; Prefers facts and stats to explanations and opinions

Personal

Pronouns OK—focus on the person; Focus on client and client relationship; Fact and stats need to be relevant to own needs

Grounded

Talks more about needs, action steps, and tactics; Uses concrete language and examples; Practical

Lofty

Talks more about goals, strategies, and vision; OK with abstract concepts and metaphors; Aspirational

Comedian

Shorter sentences and paragraphs; OK using humor; OK with occasional sarcasm and snark; Builds solidarity by pointing out the obvious

Professor

OK with longer content; Aims to teach more than entertain; Fosters insight by sharing the non-obvious

Therapist


Comfortable talking about feelings (“inside stuff”); Comfortable asking questions; “Everyone gets to share”

Director

Sticks to problems, news, advice, etc. (“outside stuff”); Goal oriented; Already has a stock of expert knowledge

Current Web Content on the 125 point inspection

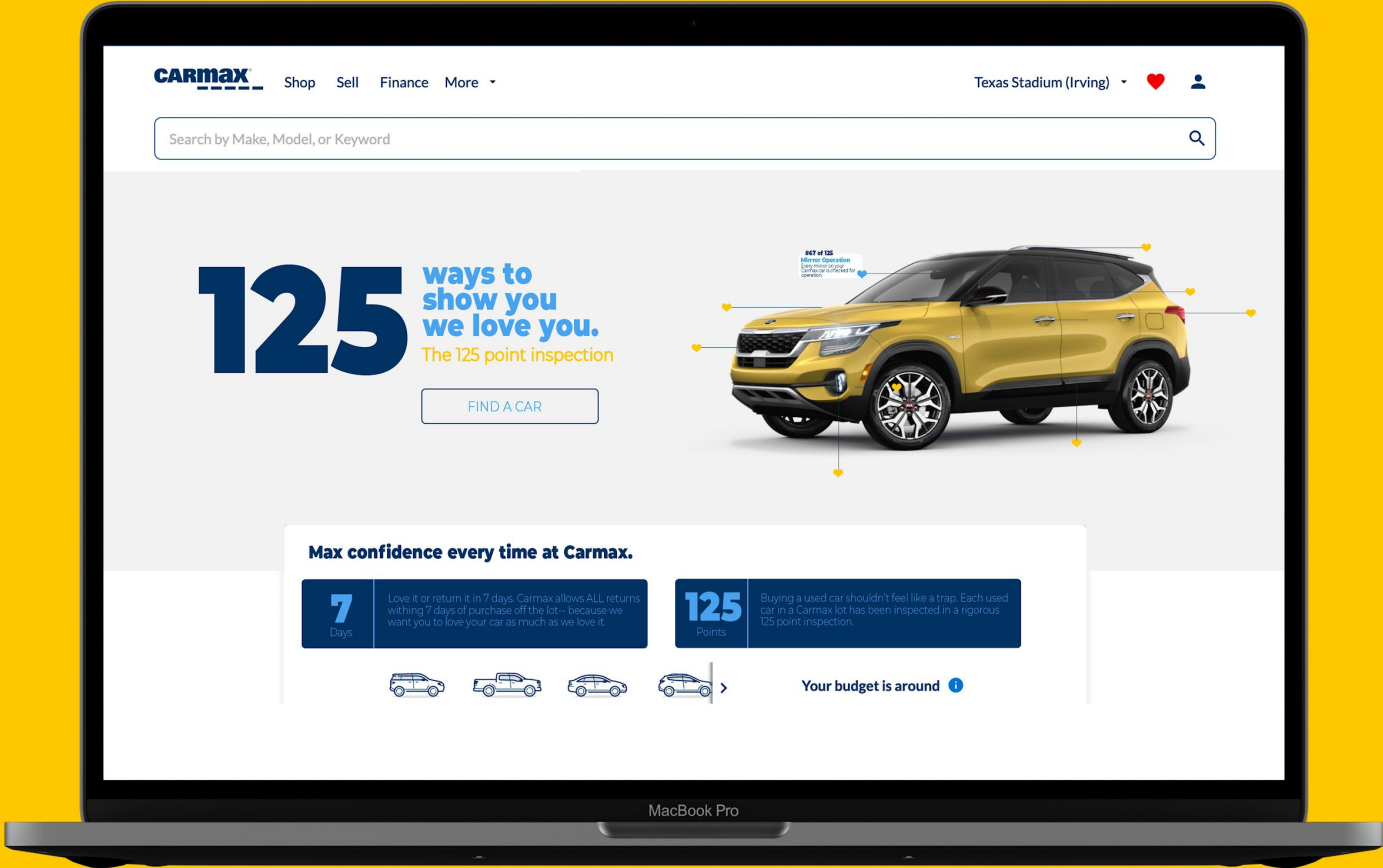
None of the cars we buy are ever sold to you “as-is.” In addition to replacing worn parts found during our 125+ point inspection, we spend an average of 15 hours reconditioning each car. When it comes to the exterior, we pull



125+ details we inspect

Anything that doesn't meet our standards is repaired or replaced by our highly trained technicians. [Some cars have unrepaired safety recalls. Learn more.](#)

Website Writing/Concept



Past Work



CARmax

“
**COULD
USE
SOME
TLC**”

-An actual facebook post from
Terry S. of Orlando selling his
2012 Honda Accord.

**125 Point Inspection at
Carmax, Terry-Proof.**

CARmax

“
**IT
RUNS**”

-An actual Facebook post
from Robert L. selling his
2014 Kia Optima.

**125 Point Inspection at
Carmax, Robert-Proof.**

Long Copy Ad

Stay in your comfort zone.

It *shouldn't* take 20 minutes to build up the courage to step onto the car lot, but not everyone can walk in with the confidence of a six-foot-four three hundred pound man who knows exactly what a constant drive axle velocity boot is or how it works.

Dealing with car stuff is scary. That's why at Carmax we do a 125 point inspection before our cars even roll out onto the lot. Our sales associates are paid the same regardless of a car's price, so we only work to find the best car for you—no pressure.

If you still aren't comfortable, you can buy your car online and have it driven right to your home.

Buying a car has never been less stressful.

The most boring car buying experience.

The way it should be.

CARmax[®]



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The most boring car buying experience.

The way it should be.

**EVERY
DAMN
DIAL**


CARmax

Checked in the 125 point inspection




Current Paid Banner Ads

Curbside pickup.



And home delivery.



FIND YOUR CAR **CARmax**

Get a custom offer on your car.



Book your low-touch appraisal.


LEARN MORE **CARmax**

Buy a car from anywhere.



SHOP NOW **CARmax**

Get an instant offer.



CARmax

Redefine your career



Now hiring Painters and Detailers

APPLY NOW **CARmax**

Sell your car... or trade in? Know where you stand. Get our custom offer.



YOU GOT THIS **CARmax**

Sell your car... or trade in? Know where you stand. Get our custom offer.

YOU GOT THIS **CARmax**

Redefine your career



Now hiring Painters and Detailers

APPLY NOW **CARmax**

Curbside pickup. Home delivery.



CARmax

Make a difference while earning more.



Join the team at our Contact Center

APPLY NOW **CARmax**


Make a difference while earning more.




Join the team at our Contact Center

APPLY NOW **CARmax**

Curbside pickup.



Home delivery.



Make a difference while earning more.



Join the team at our Contact Center

APPLY NOW **CARmax**

Great pay. Great workplace. Great career.



Join the team at our socially distanced Contact Center.

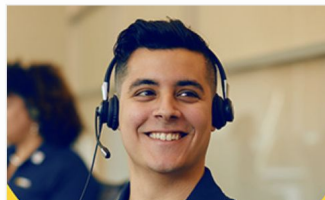
APPLY NOW **CARmax**

Join a team that makes a difference



NOW HIRING

APPLY NOW **CARmax**



New Paid Media

Horn

10 Things New Moms Shouldn't Worry About

All mothers fret about their babies, but don't let these common concerns drive you crazy.

By **Linda DiProperzio** | September 08, 2014

- Save
- Pin
- FB
- More



CREDIT: NINA BUDAV/SHUTTERSTOCK

1. Crying

Although a baby's constant crying might alarm you, it's important to remember that crying in newborns and infants is normal. "Children under age one cry for many reasons: hunger, sleep, dirty diapers, and being over or under stimulated," explains Michelle Haley, M.D., pediatrician at Children's Mercy Hospitals & Clinics in Kan: realize that crying will not hurt a

Dr. Haley also points out that a b poor parenting skills -- some bat Landau, M.D., co-author of *The E* "If you respond immediately to your d

P Get the Latest Updates First
Click "Sign Up" then "Allow" for Notifications

No Thanks **Sign Up**

With Same Day Delivery
Shop now

Horn

ADVERTISEMENT

Carvana receives about 1.3 Million Clicks with PPC advertising, While Carmax receives 787k. The three top keywords are below.

Google search for "carmax". Results: About 8,540,000 results (0.98 seconds). Ad from www.carvana.com/ for "Carvana® - Official Site - Buy, Sell Or Trade Online". Organic results from www.carmax.com for "CarMax - Browse used cars and new cars online".

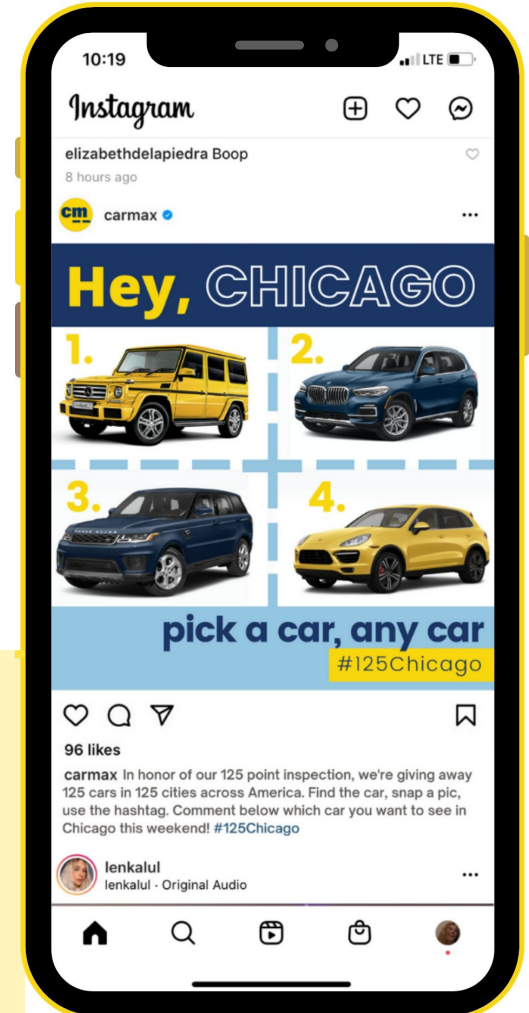
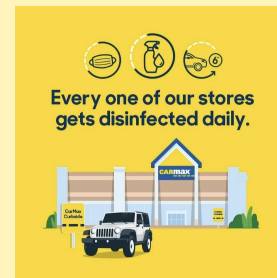
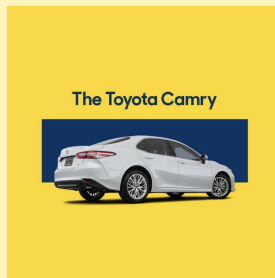
Google search for "cars for sale near me". Results: About 1,790,000,000 results (0.82 seconds). Ad from www.carvana.com/ for "Carvana® Used Cars For Sale - Search Used Cars For Sale". Organic results from CarGurus.com for "Used Cars For Sale in Saint Louis, MO - CarGurus".

Google search for "used cars for sale". Results: About 2,010,000,000 results (0.95 seconds). Ad from www.davidtaylorellisvillechryslerdodgejeepram.com/ for "Used Cars/SUVs on Sale - Huge Discounts on Any Used Car". Ad from www.carvana.com/ for "Carvana® Used Cars For Sale - Search 20,000 Cars For Sale". Ad from www.carmax.com/ for "Shop Used Cars At CarMax® - Home Delivery Available".

Social Media: Instagram

“In honor of our 125 point inspection, we’re giving away 125 cars in 125 cities across America. Find the car, snap a pic, use the hashtag. Comment below which car you want to see in Chicago this weekend! #125Chicago”

inspired by...



Source: @carmax on Instagram

Social Media: Facebook or YouTube Video



#31 Headlamps

Without headlamps drivers can't see
in dark or rainy conditions.

Post a picture using
the hashtag
#125Chicago

and tag us
@carmax on Instagram

for a chance to win this car!



#125Chicago

CARmax

Arkansas
1Y6 V

LOVE IS LOVE



Broadcast Ad

Name of Marketer Brand: Carmax

Target: Men and Women 30-45

Advertising Creative Strategy:

This ad will convince men and women 30 to 45 that Carmax's 125 point inspection will prevent car defects.

Thesis: You won't have any unwanted surprises when you buy from Carmax

Ad Structure: Realist Narrative or Series (The way it should be)

Ad Style: Humorous



Music

“Rollercoaster” by Bleachers

[Instrumental]

Now I'm running and I can't stop

Anywhere I go I think about it every day and
night, I can't let it go.

Man, I'm never the same
We were shotgun lovers, I'm a shotgun running
away

So come a little closer
There's something I can tell, yeah
You're such a rollercoaster And a killer queen
you are Rollercoaster, and I don't say no
Rollercoaster, and you don't—
(music stops abruptly)

Audio / SFX

Boy: Do you have a curfew?

Girl: No

Boy: Can I take you somewhere?

[SFX: whirr of the seat adjuster, leather
squeaking]

[SFX: long car horn blare]

Female Narrator: Number 20, the seat
adjuster. Number 29, the horn. With Carmax's
125 point inspection, you can be sure your car
will never ruin the mood. That's Carmax—the
way it should be.

Girl: Can you just take me home?

Visuals

(Night)

A teenage boy and girl are walking out of a
diner and get into a car. The boy is in the
driver's seat.

The girl nods with a smile.

(Aerial view) The car drives up a scenic
mountain overlooking the city.
They park at the top of the hill.

After sharing a look they lean in and begin to
kiss. The girl climbs into the driver's seat, back
pressed against the steering wheel.

The seat begins to move forward

The couple scramble to make the noise stop.

(They continue arguing and rustling around)

The girl wiggles back into the passenger seat.

The boy looks defeated. The car pulls away.

Virtual Fist Bumps!



For Barry:

Reflection

What challenges did you face as you put this together?

One of challenges was that the 125 point inspection isn't really special for used cars dealers. This meant we had to really create a brand building ads so our consumers would understand the difference from buying from Carmax even though other used cars dealers have this inspection. We needed to really make sure that they knew the difference in temperament and personality of our brand. Since we couldn't sell on different differentiation we had to come up with a way to spark brand attributes.

Did CarMax implement each of the Advertising channels?

CarMax does implement each of the advertising channels, but their weakest is social media by far. For example, the last time they posted on Instagram was November 11th. Competing brands are prioritizing posting on socials either everyday or every other day. There is also less importance put on call-and-response captions or audience engagement. As it stands right now, for me, a potential customer, there's no good reason for me to follow their socials.

Were you suggesting a new channel that they are not presently activating? Is CarMax focusing on an attribute that you don't think is important to consumers?

While we didn't suggest a new channel that Carmax isn't currently activating, we offered fresh ideas on how to expand what they already have. The 125 point inspection is an attribute that could be very influential on buyers, but the company isn't putting *enough* effort into advertising it.

What advertising copy development insights did you gain after completing this assignment?

I'd say one of the greatest takeaways from this assignment is how much it takes to get to the final quotation "thing." The process is highly innovative and making sure that the strategy matches the copy takes several feels and rewrites. Making sure that a campaign is extendable is also another element that made this project worthwhile in developing copy. Does artwork sound like Carmax previous work? If they wanted to publish our advertising tomorrow could they do it?

Do you think that the current campaign works for your area of focus from an engagement perspective? Why?

Several conversations between Hannah and I dealt with how to inspire action for Carmax buyers. Especially in the realm of social media, we kept on asking ourselves the question "would I leave my house for this? Would I click the link for this?" Making sure that our copy was engaging meant understanding the pain points of our buyers. We want to use good amount of content marketing copy as well as really fun ways to drive conversation with our consumers.