



THE 2020 CORVETTE STINGRAY: CORVETTE'S UNPAID YOUTUBE TAKEOVER

PRWEEK AWARDS: BEST IN INFLUENCER IMPACT

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SITUATION ANALYSIS

The mid-engine Corvette debuted in July 2019. The reveal generated record-breaking levels of interest and excitement that the brand had not seen in years.

But while the Corvette captured the world's attention, the vehicle would not go on sale until February 2020. And in today's news cycle, that's an eternity.

Our task was to keep excitement and interest levels high – from reveal, to when the vehicle hit dealers and beyond – to drive pre-order demand and maintain the interest of potential buyers long enough for them to actually check out the vehicle when it arrived in dealer showrooms.



RESEARCH AND INSIGHTS

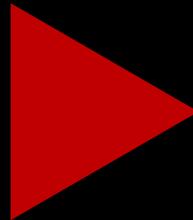
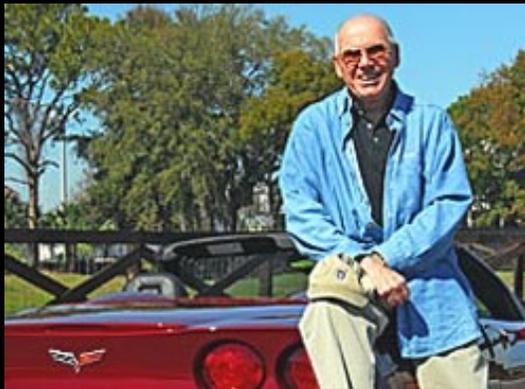
Sales data showed that the typical Corvette buyer skewed older (over 60), retired and male. Many of these buyers were Corvette loyalists who would purchase multiple Corvettes over their lifetime. Inevitably, this group of buyers and enthusiasts was destined to shrink and age out of the sports car market.

In order to ensure future sales of the all-new mid-engine Corvette for years to come, we knew we had to bring in younger, more diverse buyers who would become the next generation of Corvette loyalists and maintain an affinity for decades.

But young sports car enthusiasts weren't buying Corvettes as frequently as they were buying European sports cars like the Porsche 911, which enjoyed median buyer ages well below that of the Corvette.

The assignment became clear.

We needed to generate *desire and purchase intent* among a younger and more diverse target audience, that would ultimately lead to sales.



STRATEGY

We noticed that many of the influencers talking about the all-new Corvette on social media and YouTube were younger and more diverse car fanatics – exactly the type of audience we were hoping to connect with.

Realizing that our target audience was already talking excitedly about the Corvette on their social channels, our strategy was to build relationships with the most enthusiastic and passionate influencers across a variety of communities, so they would tell our story for us, to their fans. We would make it easy for them to do so by offering unique experiences that catered specifically to their content needs, helping these influencers share the Corvette experience with their millions of followers, organically and unpaid.

We decided to take a surround-sound approach. We wanted to make sure that Corvette wasn't just the talk among traditional car enthusiasts, but across a spectrum of car fans, including those with unique interests and platforms.

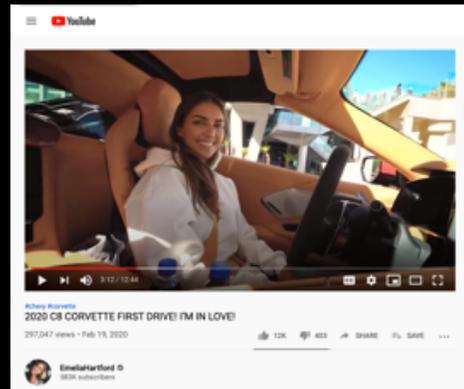
We strategically found eight influencers that resonated with the younger European supercar fanbase, tech community, hot rod and mechanic community and female sports car fanatics. So, no matter what type of car YouTuber the audience was watching, Corvette was the story. In the supercar category specifically, a space traditionally dominated by European exotics, the all-new mid-engine Corvette had the right elements needed to turn heads.



EXECUTION AND TACTICS

Since we weren't paying these eight influencers, we set up special access and one-on-one time with the vehicle, various driving scenarios across road and track, and full access to our Corvette designers and engineers who would help the influencers tell the best story to their audiences. In late February, we arranged special access to [get behind the wheel for the very first time](#) at a private track outside Las Vegas – catering to individual experience; this included giving each influencer the several hours of access they needed to produce a content package tailored to their audience. The team ensured that no influencer had to sacrifice any creative elements or pieces to the story that made it uniquely their own.

We also captured content alongside the influencers, so we had footage on-hand immediately in case they needed a visual they weren't able to capture themselves – they appreciated that extra effort, and took advantage.



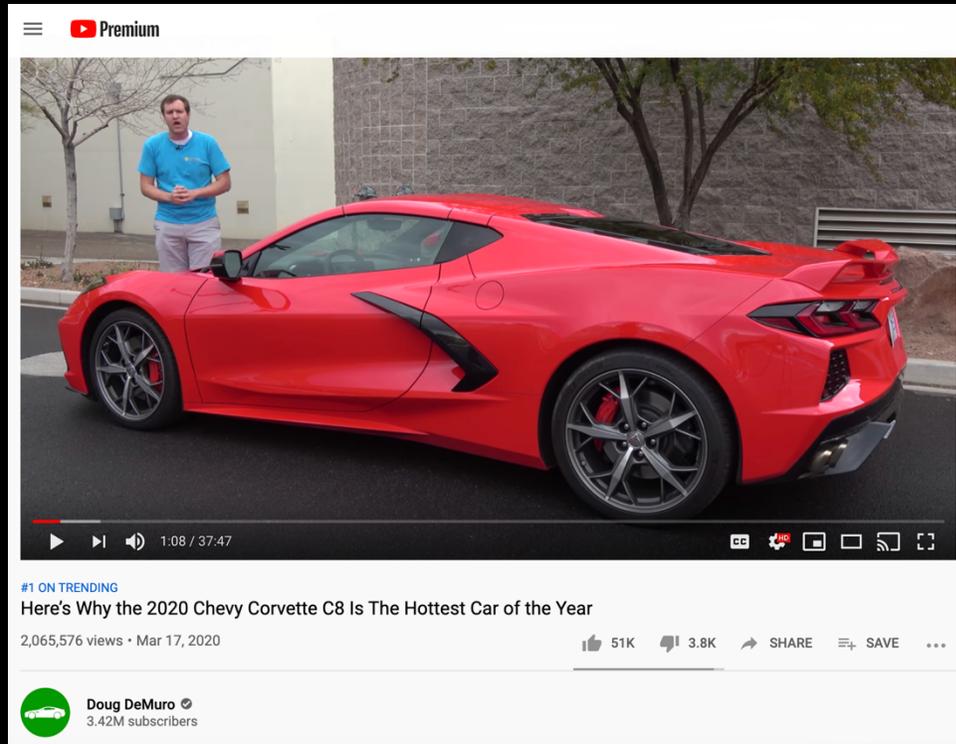
In addition to their initial experience with the product, we set up multiple opportunities for them to continue sharing exciting news about the Corvette for many months after, which helped keep the buzz going well into and throughout 2020. For example, we sent a package to Ms. Emelia's house with a C8.R (Corvette Race Car) car cover inside. She produced [a video excitedly unboxing the package](#), putting it on her personal Corvette and drawing excitement for the race car in an organic way.

The influencers were also treated to ride-alongs in pre-production cars, a live auction at Barrett-Jackson and special package deliveries that allowed for unique content beyond drive impressions. We ensured that we made the individual deliveries of the personal Corvettes influencers purchased an exclusive experience, including allowing one influencer to receive his Corvette at the National Corvette Museum.



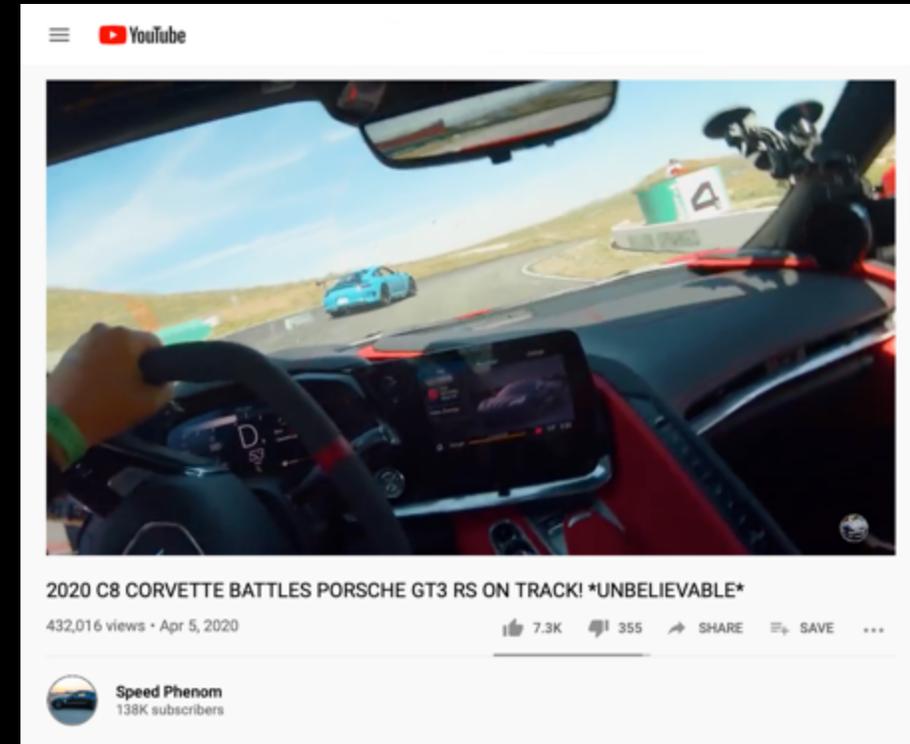
EFFECTIVENESS AND RESULTS

#1 TRENDING ON YOUTUBE



Doug Demuro's [Here's Why the 2020 Chevy Corvette C8 Is The Hottest Car of the Year](#) video was No. 1 trending in YouTube in March 2020 and currently has over 9.2 million views.

DROVE OVER **50** EARNED STORIES



Speed Phenom's [Corvette v. Porsche 911 content](#) drove massive engagement and generated over 50 earned media stories, including in *Autoweek*, *CarBuzz*, *Car and Driver* and *MotorTrend*.

EFFECTIVENESS AND RESULTS

While these influencers drove significant likes and video views, they also drove sales, lowered the average age of the Corvette buyer and led to ongoing organic storytelling opportunities that lasted beyond our efforts:

DRIVING SALES

“Right when Speed Phenom posted that video, we had about a hundred orders come in for Corvette.”
– Bob Stall Chevrolet, San Diego

LOWERING THE CORVETTE BUYER AGE

Marketing data shows sales data is skewing more Gen X/Y than previous years

INFLUENCERS BECAME OWNERS AND ADVOCATES

Many of the influencers bought Corvettes for themselves (Ms. Emelia, Speed Phenom and more). Now proud owners of beloved Corvettes, their ownership of the vehicle has taken on a life of its own. They continue to create their own content without the brand’s involvement.

FIRST DRIVE PROGRAM CONTENT PERFORMANCE

The content produced by influencers invited to the first drive program in late February received over 12.7 million views, driving enthusiastic and engaging conversation among new and key audiences. The content saw a lot of engagement, including a total of 309,000 likes and 43,000 comments.

8

KEY INFLUENCERS

89

VIDEOS

35MM+

TOTAL VIEWS