

<u>Our Presentation</u>

DOESN'T HURT TO HERTZ

Ad Club at VCU Nov 2020 Team 20



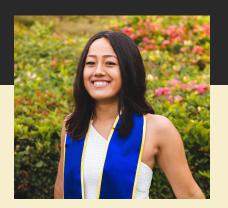
MEET THE **TEAM**

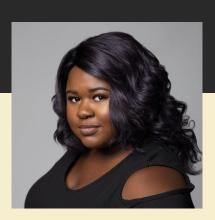


TAYLOR R.



WILL I.





ERIKA M. TAYLOR H.

History of Hertz



From <u>12 Model-Ts</u> on the south side of Chicago



To a 535,000 car fleet and locations in <u>150</u> countries



PROBLEM

Becoming Obsolete.

Already considered the future of travel, rideshare companies seem to be faring better.

Uber food delivery option: Uber Eats revenues grew over more than <u>50 percent</u>, to \$819 million.

In mid-May 2020, New York City's, demand rose <u>70</u> percent in June 2020 compared to the same month in 2019.



PROBLEM

A Declining/Suffering Market

Like all companies invested in travel and tourism, Hertz has been heavily affected by COVID-19.

Filed for chapter 11 bankruptcy in May 2020

Revenue dropped by 73%

Used its fleet to back loans and issued new stocks to help generate <u>\$1 billion</u>

In conducting a brief survey, we found that those who did not use Hertz for their car rental service of choice:

- Were not aware of Hertz
- Chose direct competitors due to familiarity, accessibility, customer service, and pricing
- Preferred using rideshare companies during trips
- Believed Hertz was only for the business industry

OUR FINDINGS CONSUMER ATTITUDE

The Challenge

Give people a reason to choose Hertz again.

MISSION

"To be customer focused, cost efficient, and provide an unforgettable car rental experience for whatever journey you may be on."

number of ways.

COVID has redefined the world in a

Including what hustle means.



It's not just about business anymore.



The Audience

Today more than ever, everyone is now a Hustler

From one dimensional to multifaceted to

Chasing not just money but following their passions and what really matters to them personally

Life doesn't get easier; we just get stronger.



WHO THEY ARE

These hardworking and ambitious individuals hustle hard to get the job done. Not only are they on a mission to accomplish professional goals, but personal goals as well.

HOW THEY ACT

Always on the go. Always seeking new experiences. Never afraid to try something new. Interested in numerous things.

WHAT THEY BELIEVE IN

Being multidimensional. Never giving up. Looking for the next best thing. Filling multiple roles.

Headstrong

Hustlers: Hertz:

They do whatever it takes for their family, they look for new opportunities to become better people, and they are drivers, not passengers



Hopeful

Hustlers:

They trust the process, always moving forward with what is latest and greatest, and they are ready to adaptive in an ever changing environment

Hertz:

Then, fully cleaned and sanitized again before being sealed.



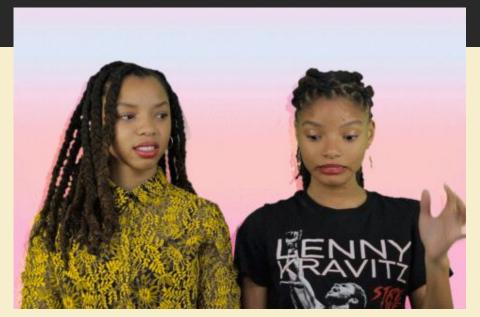
Humble

Hustlers: Hertz:

They are always there for the people around them, but they don't look for recognition. they do things simply because it's the right thing to do.



Granted Hertz should have been mentioning all of this earlier...



GET

Hustlers

TO

see a relationship with Hertz as a partnership, not a transaction

BY

reinforcing that Hertz supports every journey in and outside of the car.

Hertz is here for your journey— whatever it may be.

DELIVERABLES & CREATIVE SUGGESTIONS

OUT-OF-HOME

Billboards

DIGITAL AND PRINT

Magazines Facebook Ads **RADIO**

Spots on Relevant Themed

Podcasts

PRODUCTION

TV (30-60 secs)

YouTube Ads

SOCIAL MEDIA

Facebook

Instagram

Twitter

DELIVERABLES

SUGGESTED CREATIVE





KEY HIGHLIGHTS

THE ASK

Give people a reason to choose Hertz again.

THE INSIGHT

Life doesn't get easier; we just get stronger.

THE STRATEGY

Get Hustlers to see a relationship with Hertz as a partnership, not a transaction by reinforcing that Hertz supports every journey in and outside of the car.

THE BIG IDEA

Remind people that Hertz is here for your journey— whatever it may be.

THE AUDIENCE

The Hustlers: the hardworking and ambitious individuals who work hard to get the job done! They are on a mission to accomplish professional and personal goals.

SUGGESTED CREATIVE

The Gold Seal sticker is like taking off that fresh film on a new purchase—it's your car. It also reinforces that security and promise Hertz gives during COVID-19.

