



REVEALING A CORVETTE  
THAT'S "ONE LIKE NONE"

FRAY



“Seventy years and eight generations later, the fabled, mesomorphic Corvette will join the world of electrification with “E-Ray,” a hybrid sports car that bolts from 0-60 mph in 2.5 seconds, making it the quickest production Corvette in history.”

— **ABC NEWS**



# SITUATIONAL ANALYSIS

Typically, high-performance supercars have two things in common – they're built for one season and come at a heart-stopping price point. Meaning the market was primed for anyone able to capitalize on these opportunities and produce a machine capable of seizing the moment.

Enter the All-New 2024 Corvette E-Ray, a new kind of supercar (and the quickest Corvette ever with a 0-60 of 2.5 seconds. Offered at half, and in some cases a fraction of the price, of its competitors it is also designed to be driven year-round thanks to its unique electrified all-wheel drive (eAWD). With the ability to bring classic Corvette performance where it had never gone before, our objective for this reveal was clear: prove it.

Debating 70 years to the day that the first Corvette was unveiled, this reveal needed to surpass all previous expectations while sending a clear message about the vehicle's ability to be driven whenever, in all manner of conditions. By pulling out all the stops, we set out to showcase to prospective buyers, dedicated enthusiasts and casual admirers that the E-Ray wasn't just a wise choice for their next supercar – but the only one.



## RESEARCH & INSIGHTS

The most significant insights driving this campaign (and the creation of the vehicle itself) were found by surveying the supercar market and observing that the few vehicles capable of year-round touring were being offered at an exorbitant price point. The delicate engineering and high-performance nature of every big-name competitor, including the likes of BMW, McLaren and Tesla, limited them to a summer season replete with dry roads and mild weather, unless you were comfortable spending a lot more.

Thus, an opportunity presented itself. With its eAWD standard on every trim – a huge first for this iconic American brand – the E-Ray was more than capable of exploiting this blind spot to successfully distance itself from the competition by not only offering a supercar for all four seasons but also a reasonable price tag to go along with it.



# STRATEGY

Corvette is an established brand with established expectations. Taking this into consideration, a key point of our strategy focused on what hadn't been established – which was the eAWD. This exciting technology was vital to highlight as it made all-season driving possible.

To effectively translate this message to the masses, we implemented a 360 media engagement plan that included national broadcast, business, automotive, supercar influencers and content makers. Digital, experiential, stunning imagery, equally impressive narrative storytelling, all weaving together to form a single campaign that showed the world what this supercar could do.



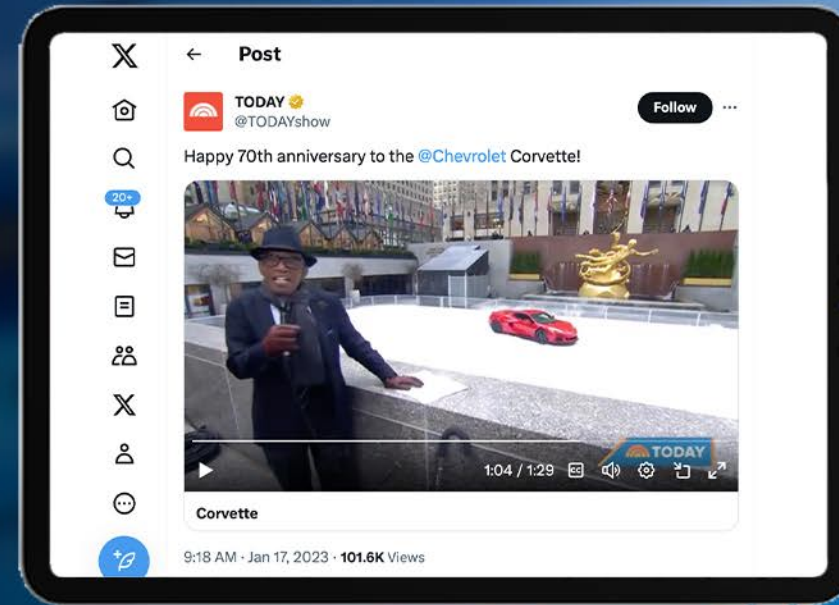
# EXECUTION & TACTICS

We began with a short teaser video, giving audiences just a taste of what this Corvette offered. We then produced a "One Like None" manifesto video, which showcased the duality of the E-Ray, by pitting it against two extremes: the sun-baked desert highway and the snow-covered mountain roads.

We targeted top media and influencers to offer embargoed access to the vehicle – across national broadcast, digital outlets and content creators – offering rides in the vehicle to demonstrate the eAWD and the capabilities of the E-Ray.

We then went "live" from New York with a stunt on The Rink at Rockefeller Center on the 70th anniversary of the Corvette, to prove the unparalleled traction of its electrified all-wheel drive. This drove an earned live segment during 'The Today Show' and additional broadcast results on NBC Nightly News, CBS News, Cheddar, Bloomberg TV and more.

Finally, we brought the E-Ray to social with content featuring GM President Mark Reuss that delivered exclusive interviews with influencers, including TikTok superstar Daniel Mac and his 14.3 million followers. We worked with more than 20 influencers to develop unique content under embargo, to share on the reveal date of the E-Ray.



## EFFECTIVENESS & RESULTS

Within one week, coverage on the reveal of the 2024 Corvette E-Ray generated **1,133 online** and print news stories with an Estimated Earned Reach (EER) of **14.8M**. This number included media outlets that ran multiple stories on the vehicle. YouTube views accounted for 36% of the EER, with one video generating **1.3M views** alone.

In the world of broadcast, our multi-pronged approach resulted in **2,119 broadcast clips** with a combined Potential Viewership and Station Reach (PVSR) of **123M**.

And on the social media side, the E-Ray launch produced a total of **2.9M impressions, 512K engagements and over 10K comments**.

In total, the E-Ray generated **4.7M impressions**, an earned reach of **12.8M Earned Reach** and **500K engagements**.

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