

YOUR ONE-STOP SHOP FOR ALL CHEVROLET VIDEO AND DIGITAL CONTENT

PROPRIETARY FOOTAGE AND CONTENT YOU CAN'T FIND ANYWHERE ELSE.

Platinum Plan

\$1,450 per month (before the iMR match)

Receive the Silver & Gold Plans

Digital Video Content for all Media Platforms

Digital Video Content includes an up-to-date library of dealer-branded, brand-complaint digital video ads. The ads are formatted, ready for online media usage on platforms such as Facebook, YouTube and Google DV360. This upgrade from the Silver Plan's base video content also features a voice over of your dealership name and current offer. You can also choose to add dealership drone footage of your facility for greater customization.

- *Upgrade from Silver Plan:* Additional platforms included, such as OTT
- *Upgrade from Gold Plan:* Additional customization with offers and dealer branding in voiceover (4 models)
- *Upgrade from Gold Plan:* Dynamic Inventory Video Ads (2 additional models from Gold Plan), requires campaign management services available within A La Carte

Broadcast Video

Your Digital Video Content is adapted to a TV format in stunning HD quality, perfect for all of your local and streaming TV needs.

- *Upgrade from Silver Plan:* Additional customization with offers and dealer branding in voiceover (2 models)

Digital Banners (OLA)

Grab your shoppers' attention with well-designed ads. These online display banners feature regional offers for all models and events customized for your dealership.

- Complete set of templates for all models and sales events
- *Upgrade from Gold Plan:* Feature a short video animation to generate even greater shopper interest

Model Video Showcase

The full-line Model Video Showcase is a customized campaign landing page for your multi-channel video campaigns delivered through a video platform, banner ad or email. The showcase features over two minutes of engaging video presentations for every vehicle in your new car lineup.

- Embedded within dealer website

Personalized Website Message "Dealership Brand Promise"

Your personalized brand message video details your dealership's online shopping and buying experience, as well as other dealership amenities and convenience options. This makes a nice addition to your website hero banner.

Why Buy Here Video

Show your customers what sets you apart from the crowd. We produce a custom one-time video that showcases your dealership and demonstrates why customers should shop with you.

Digital Retailing Website Overview Video

This personalized dealership video specifically details what consumers should expect from your new online digital retailing process. It helps to communicate the value to the consumer in accelerating their purchase process by doing more online as we continue to be challenged by the pandemic.

Animated GIFs

These animated images liven up your customer emails and get more people to engage and click through. Short 5-10 second videos are available to add to your email marketing campaigns.

A la carte add-ons are available when you enroll in any package!

ENROLL TODAY