

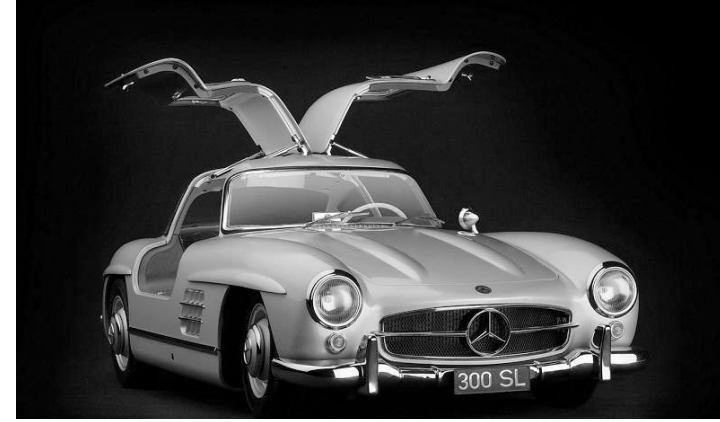


DRIVER'S
CLUB
MIAMI

Miami Vintage LLC.



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Strategist



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Strategist



Sonja Malic
Art Director



Chris Orjuela
Copywriter

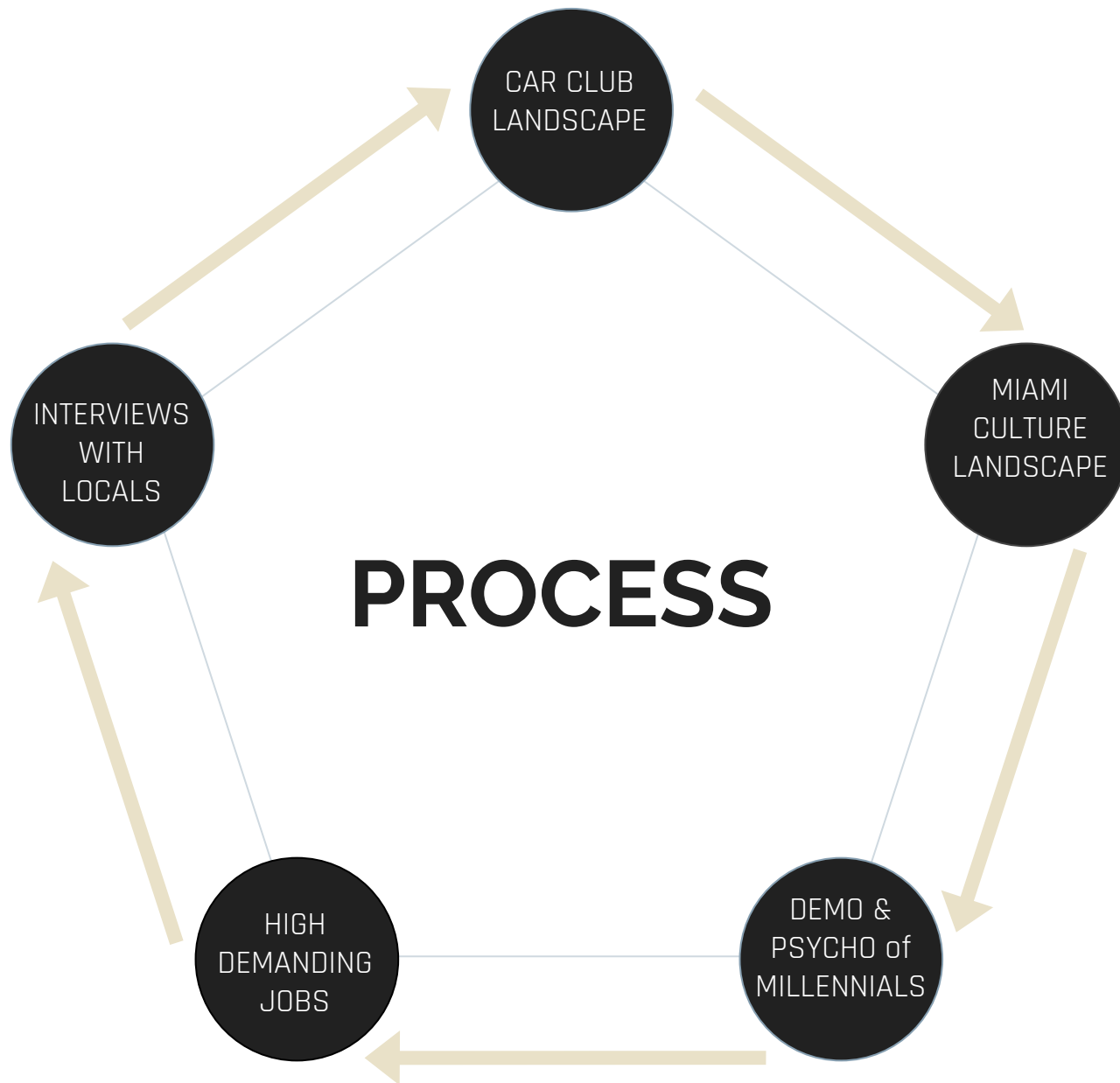
WHY WE ARE HERE



Our goal is to **encourage interest** and **raise awareness** of the club.



Through our strategy and creative executions, we hope to **help drive traffic** to the website and app that ultimately **result in membership signups**.



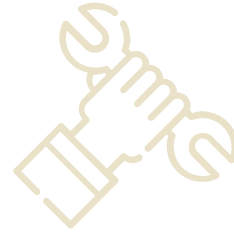
OUR MISSION

To evaluate and understand where the greatest opportunities lie to **ensure a successful and effective plan for the pre and post launch** of Driver's Club Miami.

CAR CLUB LANDSCAPE



Car clubs have been around essentially since the first cars. They have been **a place for people to gather and socialize**, usually about a specific type or style of car.



Clubs provide a place to **build/tweak their cars, show off, and hold events.**



Many car clubs are becoming a **thing of the past**. Car clubs were a huge source of knowledge.

MIAMI
CULTURE & LANDSCAPE

Tourism

Magic City welcomes over 14 million tourists per year

Flash & Decadence

Miami thrives as nation's luxury car capital

Playground for Car Enthusiast

The Homestead-Miami Speedway and the annual Miami Auto show brings in over 850,000 visitors

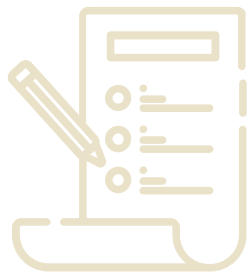
Heavy Traffic

It's a commuter city with the average commute time for 50 minutes

Latin Influence

2,012,317 Hispanics live in Miami

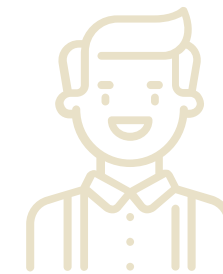
DEMO & PSYCHO OF MILLENNIALS



Millennials want to invest in aspects of their lives that don't add to their already **long list of responsibilities.**

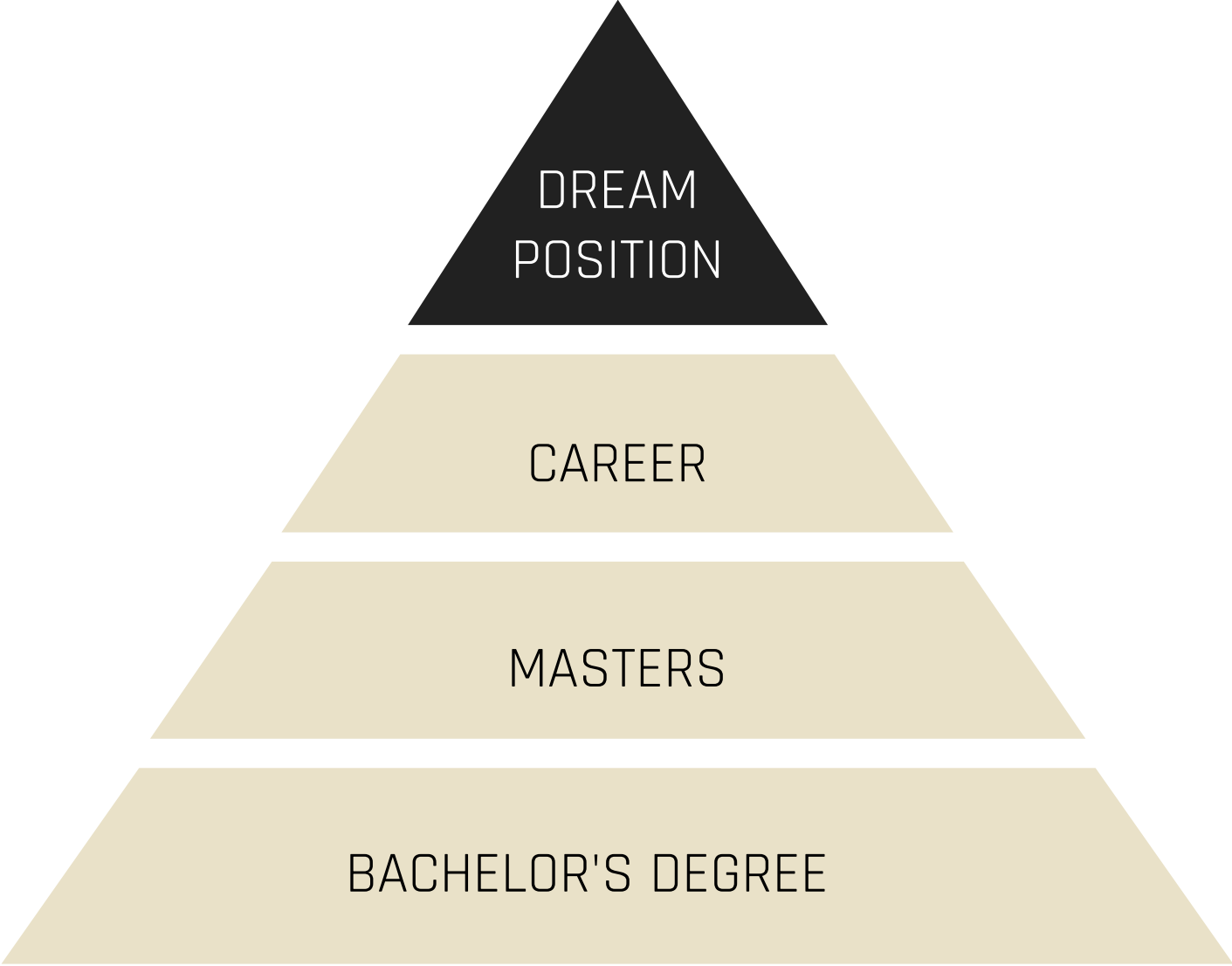


“Millennials want the **flexibility and immediacy** of accessing the things they want now, rather than saving to buy them later”.



“When asked, close to 20% of male car owners said their vehicle feels like a **second home**, and 13% said their vehicle is **like a child** to them.”

HIGH DEMANDING CAREERS



INTERVIEWS WITH MIAMI CAR ENTHUSIASTS



"I want another vintage car, but I don't have the energy and definitely **not the time** to deal with the hassle of maintenance. It would be great to get the keys of a classic and go."

-Charles- 36, Investment Banker, Key Biscayne



"I **work** throughout the week, morning to night, then when I get home my time is spent talking to my **wife and kids**... during my lunch breaks and the weekend are the only times I have to think about my passion for cars, but I have **no one to talk to about** it with."

-Mike- 48, Lawyer, Coral Gables

PROBLEM



How are we going to launch a new car club, Driver's Club Miami, in a crowded city for a hyper specific audience?

INDUSTRY PROBLEMS

Car clubs are dying out amongst many younger generations.

Traditional car clubs have the reputation of being for older elitist people

Lack of adapting to technology and social media



Reasons to Believe

Cars, but vintage especially require more **maintenance** and attention making a vintage car club more attractive

As success looms in life, a **social outlet** is needed and it's not a country club

Ease of access is key in the modern age especially with cars, subscribing vs owning

Higher price automatically creates **exclusivity** and maintains commitment among members

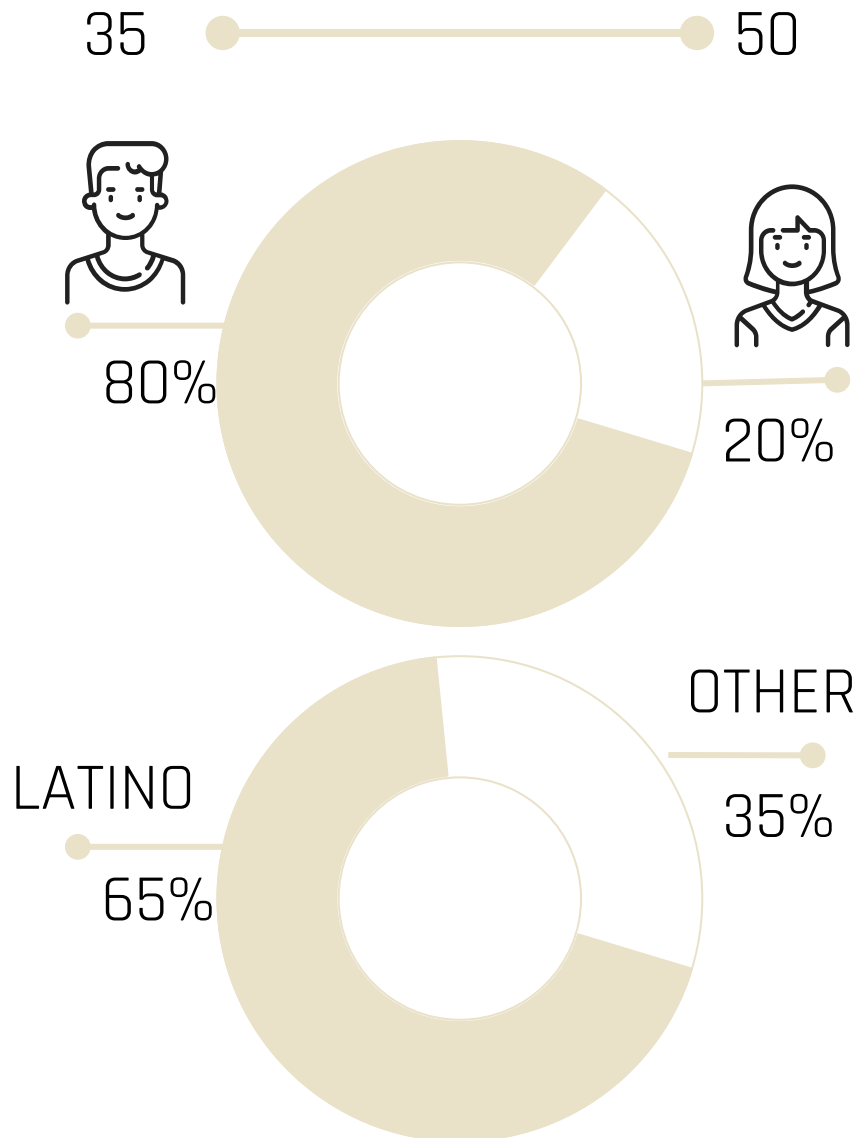


**Driver's Club
Miami**

THE LOWKEY TOP GUN

THE BASICS

AGE & GENDER



WORK



High demand and responsibility



High paying job

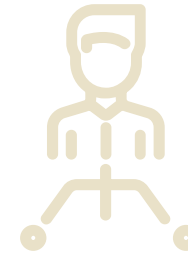
THE LOWKEY TOP GUN



Highly **ambitious** and attentive when it comes to his work and raising a family



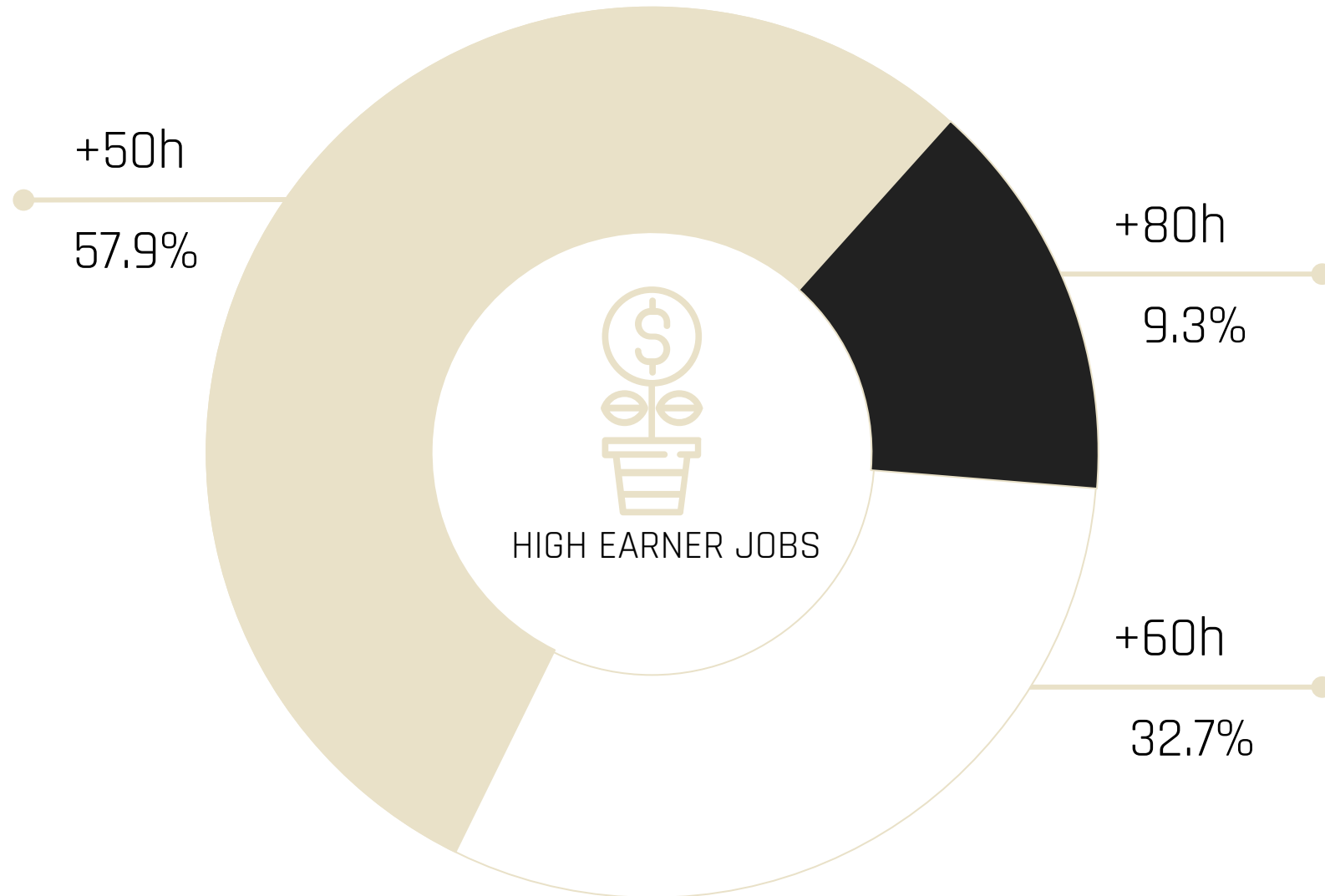
Loves vintage cars since he was a teen fantasizing about the Ferrari Daytona Spyder in Miami Vice



Owns **2 cars**, a BMW x5 for everyday and a Porsche 911 as a personal reward

As he continues down his career path and family life, he is **making more money**,
but **losing time** for his first love, vintage cars.

AVERAGE WORK WEEK





The lack of personal time leaves him **feeling stressed and exhausted** of always having to fulfill life's responsibilities



Sometimes he just **needs a break** from being a Parent & Lawyer

90% of leaders

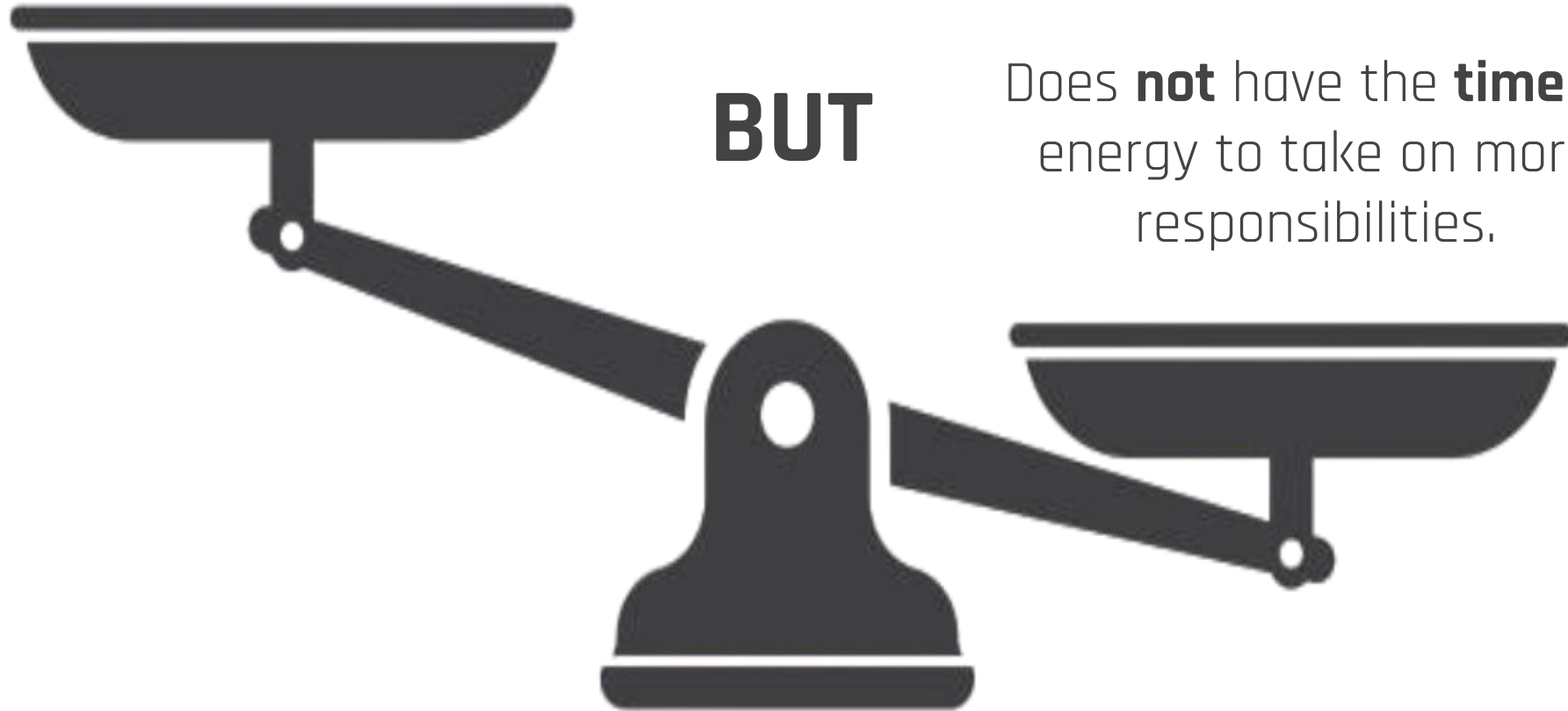
report that they manage stress by temporarily removing themselves, either physically or mentally, from the source of their stress.*

WANTS A VINTAGE CAR

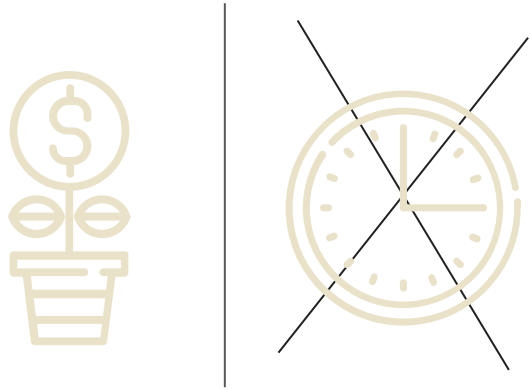
Has the **money** to
own a vintage car.

BUT

Does **not** have the **time** or
energy to take on more
responsibilities.



WHAT THIS TELLS US



These are **high earning people** who have disposable income, but they **don't have time**.



Their **life is cluttered** with the responsibilities of their demanding career and being a parent.



They struggle to **find time** to spend **on themselves**. To think, talk and do what they want and are passionate about on a personal level.

KEY INSIGHT

Our audience has money, but limited time due to fulfilling their life responsibilities they find it **difficult to keep up their passion.**

STRATEGY

Drivers Club Miami gives the lowkey top gun a **break from their usual grind** and easy access to the vintage cars of their dreams. They will be able to **connect with like-minded** classic car enthusiasts and have access to exclusive events.

IDEA

Driver's Club Miami- a place to **unwind** from life's responsibilities and **rev up** your passion.

CREATIVE

DRIVER'S
CLUB
MIAMI

Branding Guidelines

September 2020



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Goals & Values
Manifesto



02/ DESIGN

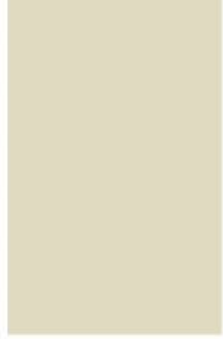
Color
Type
Logo
Photography



03/ EXECUTABLES

Website
App
Social Media





01 /

HAVE WE MET?



Have we met?

Driver's Club Miami is a collective of automotive enthusiasts that enjoy a 3-pedal drive—not just on weekends. We offer exclusive members-only access to a variety of classic and vintage cars you can call your own, all within a clubhouse environment.

Our Goals & Values

We value experiences that lie between anticipation, hitting an apex and tracking out; equally, we respect Sunday cruising and endorse shifting below three thousand.

Our objective is simple, to provide you access to a clubhouse with amenities where you and other members can connect, make friends, or steer conversations in any direction at your discretion and of course, in your choice of vehicle.

THIS CLUB IS FOR MEMBERS ONLY.
BUT ONCE YOU JOIN,
MEMBERSHIP LASTS FOR AN ETERNITY.





Manifesto

We believe the hands-on approach to be most useful. We believe in the connection humans have with machines, in fact that it takes one to move the other. Our mission is to facilitate that connection, creating unique opportunities and new experiences at every turn of the wheel.

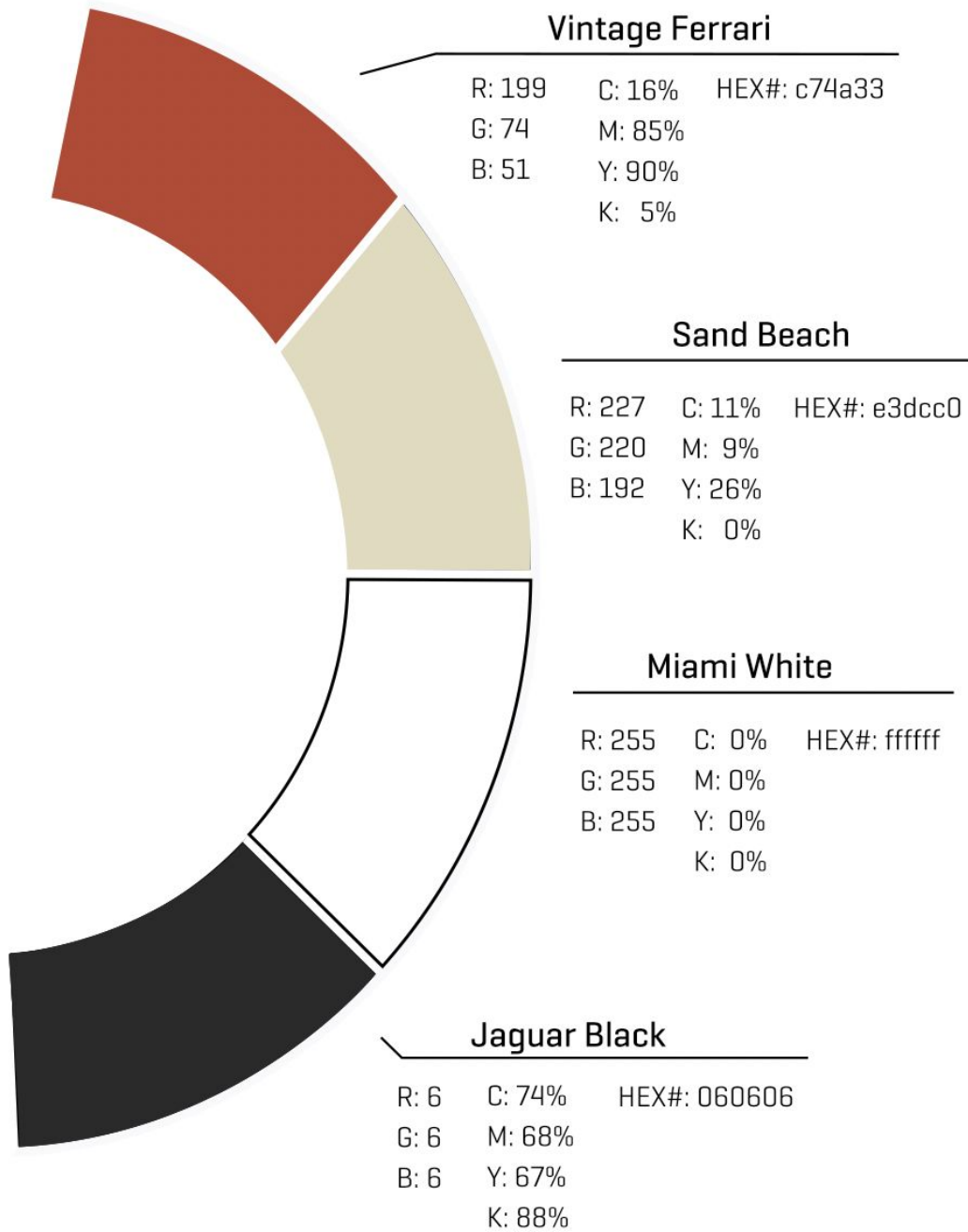


02 / DESIGN



Design

Our design takes a clean and elegant approach, it enshrines aesthetics adored by enthusiasts. We use negative space as breathing room for dreaming about new adventures.



Color

Our colors are classic. We use lots of white, to let the mind rest. We set accents with our custom “Sand Beach Color”, and when we want to have it a little bit more festive, let’s say for Holidays, we use “Vintage Ferrari”.

The Black color is smooth, it is not a full black shade - we like to be a little different. Although the colors are classic, they can be combined to achieve a quite modern looking feel.

Don’t be afraid to experiment with it.

Typeface

Use the following examples as guidelines to create your layout. Please adhere to these styles to ensure consistency throughout our entire print communication.

PORSCHE

Lion and Hare Light

LAMBORGHINI

Lion and Hare Light Italic

FERRARI

Lion and Hare Regular

JAGUAR

Lion and Hare Bold

MASERATI

Lion and Hare Bold Italic

On white background

HEADER

Lion and Hare Bold, 30pt, +100 V/A

Sub-Head

Geogrotesque Regular, 18pt

alt.

Sub-Head

Geogrotesque Medium, 16pt

Body-Copy

Geogrotesque Light, 13pt

alt.

Body-Copy

Geogrotesque Regular, 11pt

Porsche

Geogrotesque Ultra Light

Lamborghini

Geogrotesque Ultra Light Italic

Ferrari

Geogrotesque Light

Jaguar

Geogrotesque Light Italic

Maserati

Geogrotesque Regular

Typeface

Use the following examples as guidelines to create your layout. Please adhere to these styles to ensure consistency throughout our entire print communication.

PORSCHE

Lion and Hare Light

On black background

Porsche

Geogrotesque Ultra Light

LAMBORGHINI

Lion and Hare Light Italic

HEADER

Lion and Hare Bold, 30pt, +100 V/A

Lamborghini

Geogrotesque Ultra Light Italic

FERRARI

Lion and Hare Regular

Sub-Head

Geogrotesque Regular, 18pt

alt.

Ferrari

Geogrotesque Light

Sub-Head

Geogrotesque Medium, 16pt

JAGUAR

Lion and Hare Bold

Body-Copy

Geogrotesque Light, 13pt

alt.

Jaguar

Geogrotesque Light Italic

MASERATI

Lion and Hare Bold Italic

Body-Copy

Geogrotesque Regular, 11pt

Maserati

Geogrotesque Regular

2020 BMW X6 REVIEW: BOLD AND BRASH

CAN A MACHINE FEEL CONFIDENCE?

Auto123 reviews the 2020 BMW X6 M50i.

Let's face it, faced with its looks and brash on-road behaviour, you either like or dislike BMW's X6 sports coupe SUV. But even those in the second of these camps have to give credit where credit is due: this German crossover was a forerunner when it appeared in 2008, for one, and BMW has sold 443,000 units of it worldwide, for two. What's new in 2020 We had occasion to test drive the 2020 version of the BMW X6 M50i. With this fourth generation for the X6 - and the third for its M version - BMW has incorporated some improvements compared to the previous version.

On the outside

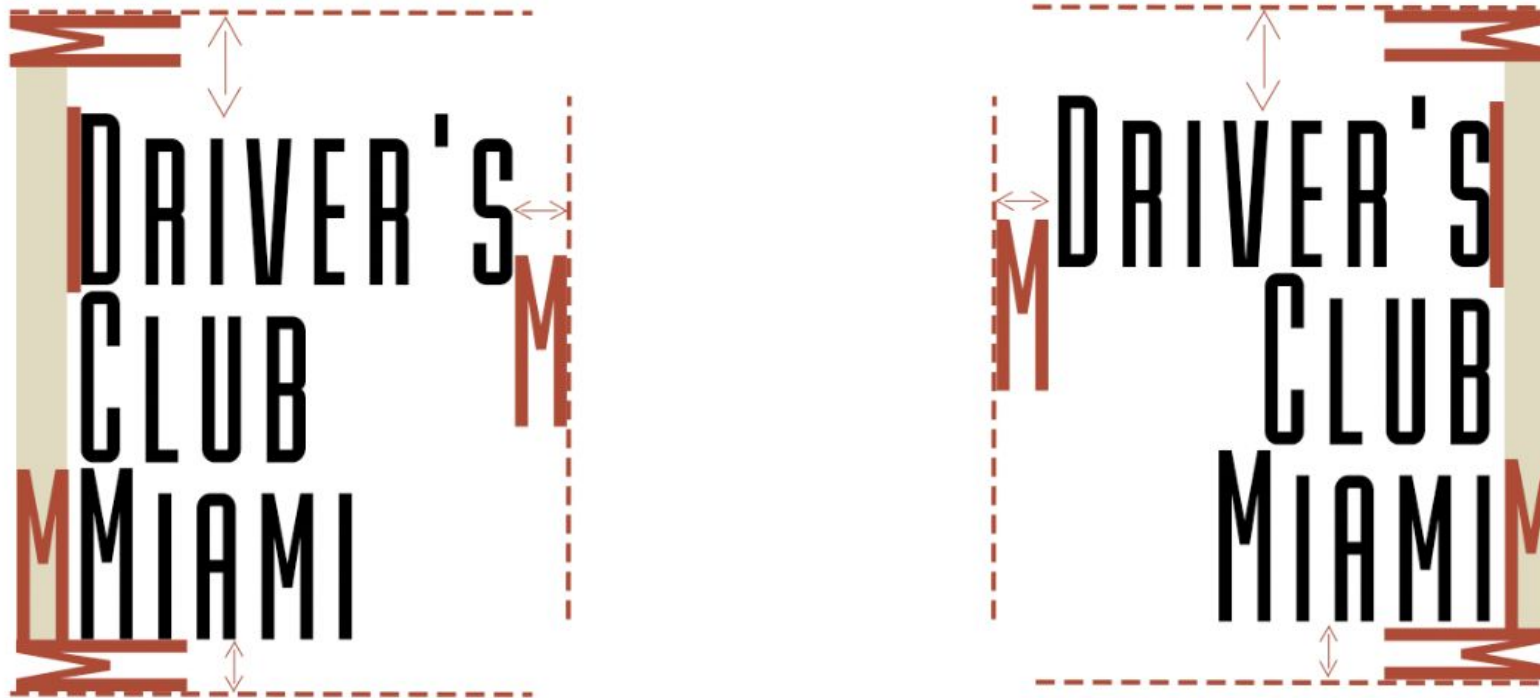
The dimensions of the 2020 X6 have changed slightly, the SUV gaining 26 mm in length, 42 mm in its wheelbase and 15 mm in width. At the same time, the height has been reduced by 6 mm to improve aerodynamics, lower the centre of gravity and optimize the vehicle's agility. That it makes it a tad more menacing on the road doesn't hurt either. BMW's large one-piece kidney-shaped grille with active air bars is flanked by slim, trapezoidal adaptive LED headlights. Large bumper openings and sharp ribbing give the new X6 an even more aggressive and sporty look. The 22-inch wheels on our test model upped the aggressiveness quotient even further, especially with the blue-painted M Sport brake calipers.



Logo

For our logo we are using the typeface "Lion and Hare". A typeface that is ultra compressed, tall and portrays strength and power. The characters maintain fairly square edges to give a more consistent look.

On the left side of our name you will find a strip in the color Sand Beach. This represents either a road or Miami's beautiful beaches.



Please do not recreate, distort, or resize any aspect of the logo and use only approved digital files of the artwork.

Photography

We support a wide variety of photography types, as long as the overall style is consistent and has an elegant and classic look. Depending on where the photographs will be used, you can select between a colored and a black and white version. For our website we prefer a black and white photo that turns into a colored version on hover.

Some examples



Photography

Here are some things we want to avoid in our photography and we kindly ask you to follow this when making your selection.



Objectifying women alongside a car.



Exhibiting women in a sexually provocative manner.



Cropping the photo in a way that would cut parts of the car.



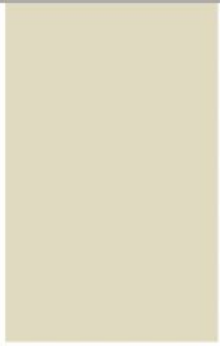
Over- or under-exposing the photo.



Adding colored filters.



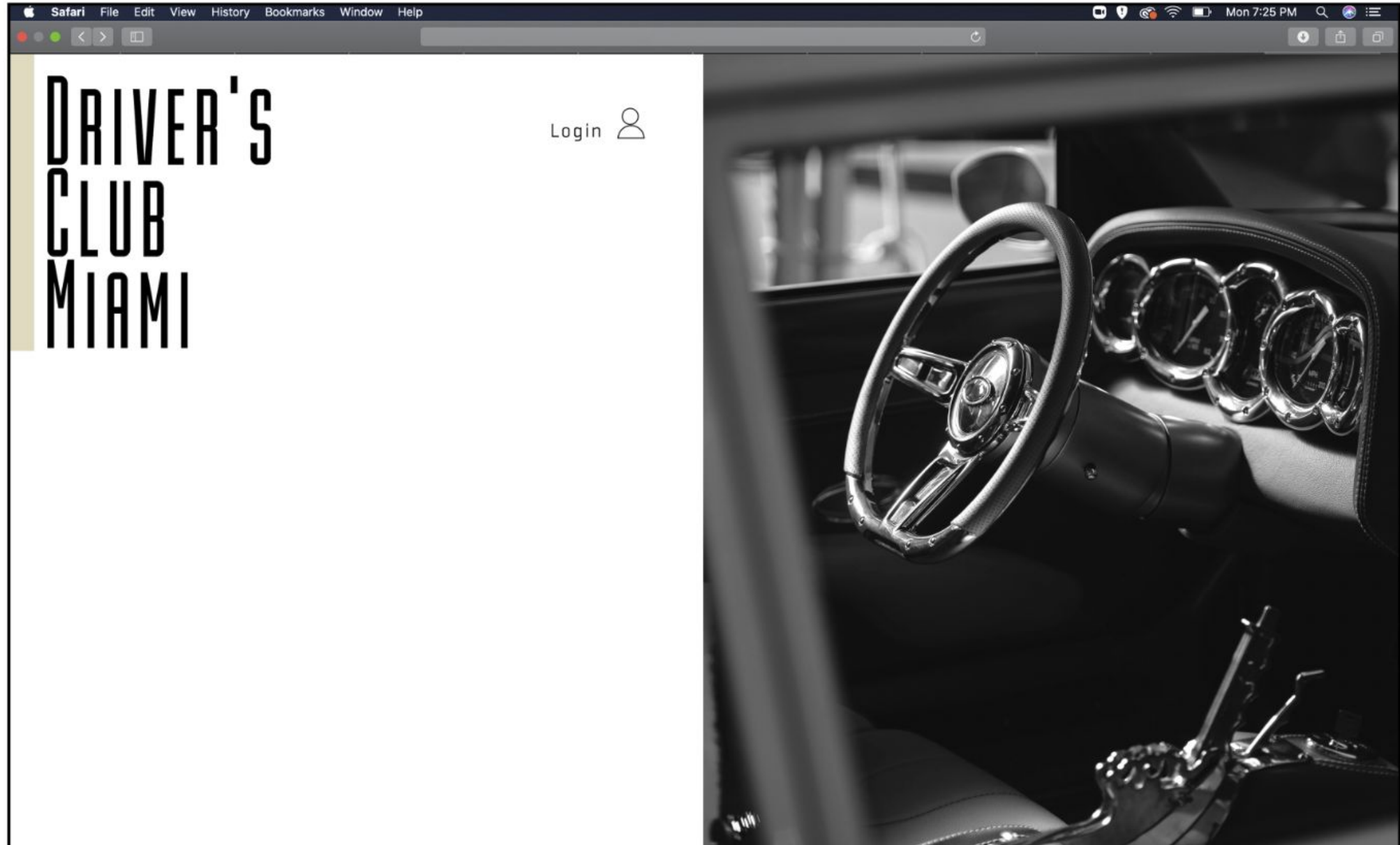
Showing our cars on race tracks.

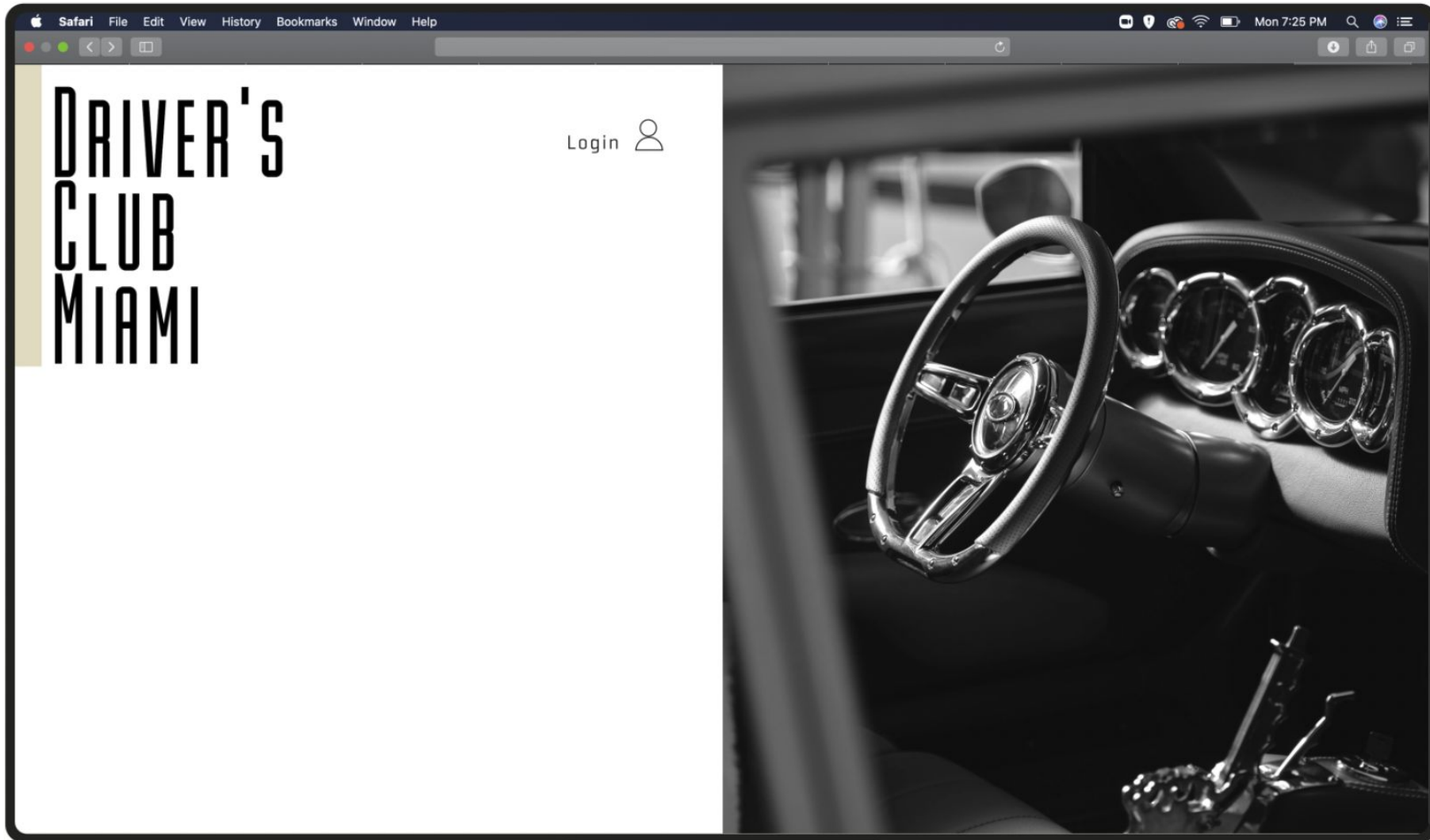


03 / EXECUTABLES

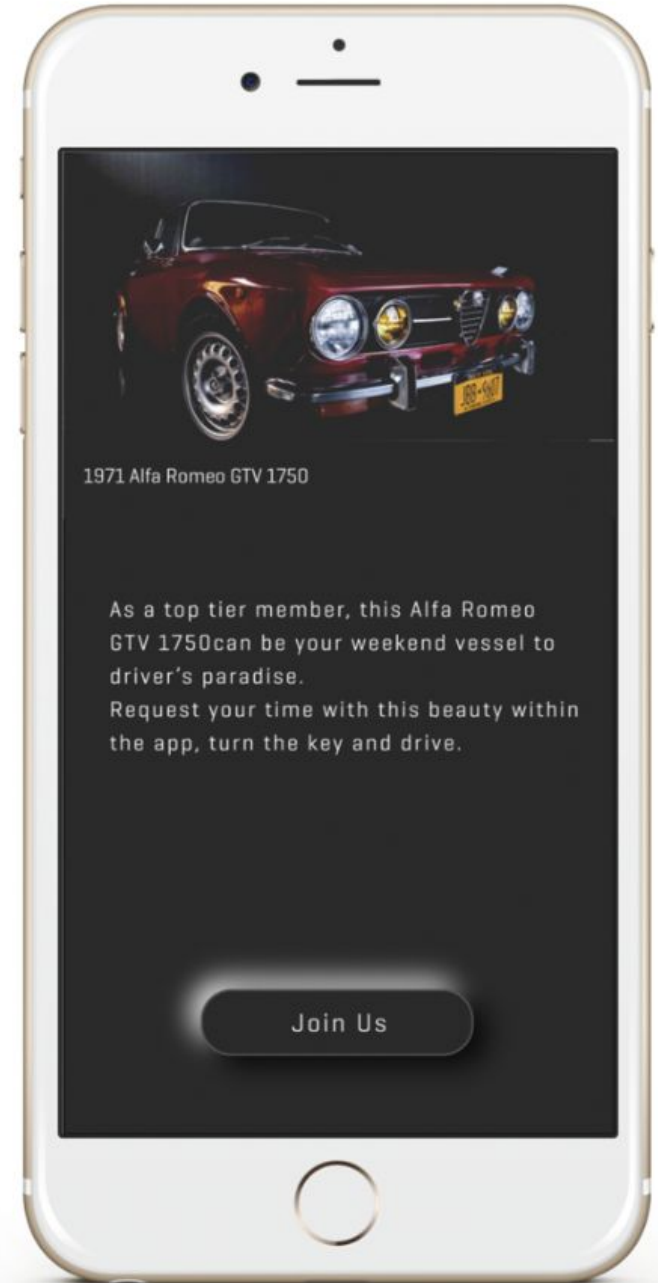
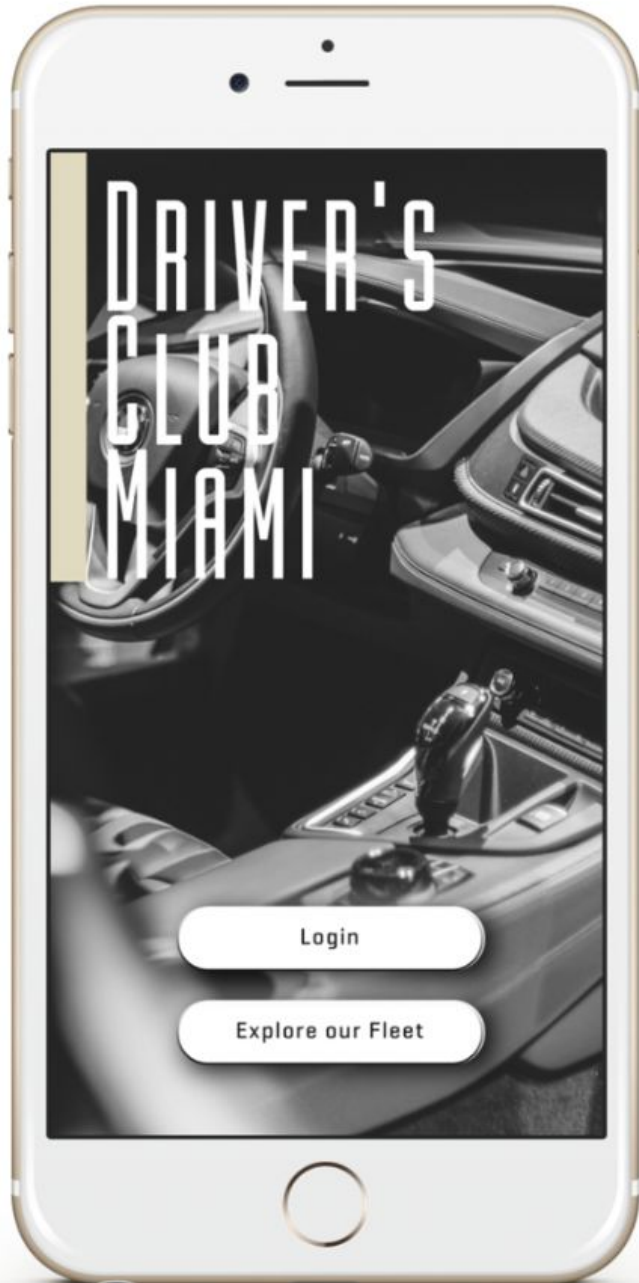


Website Landing Page

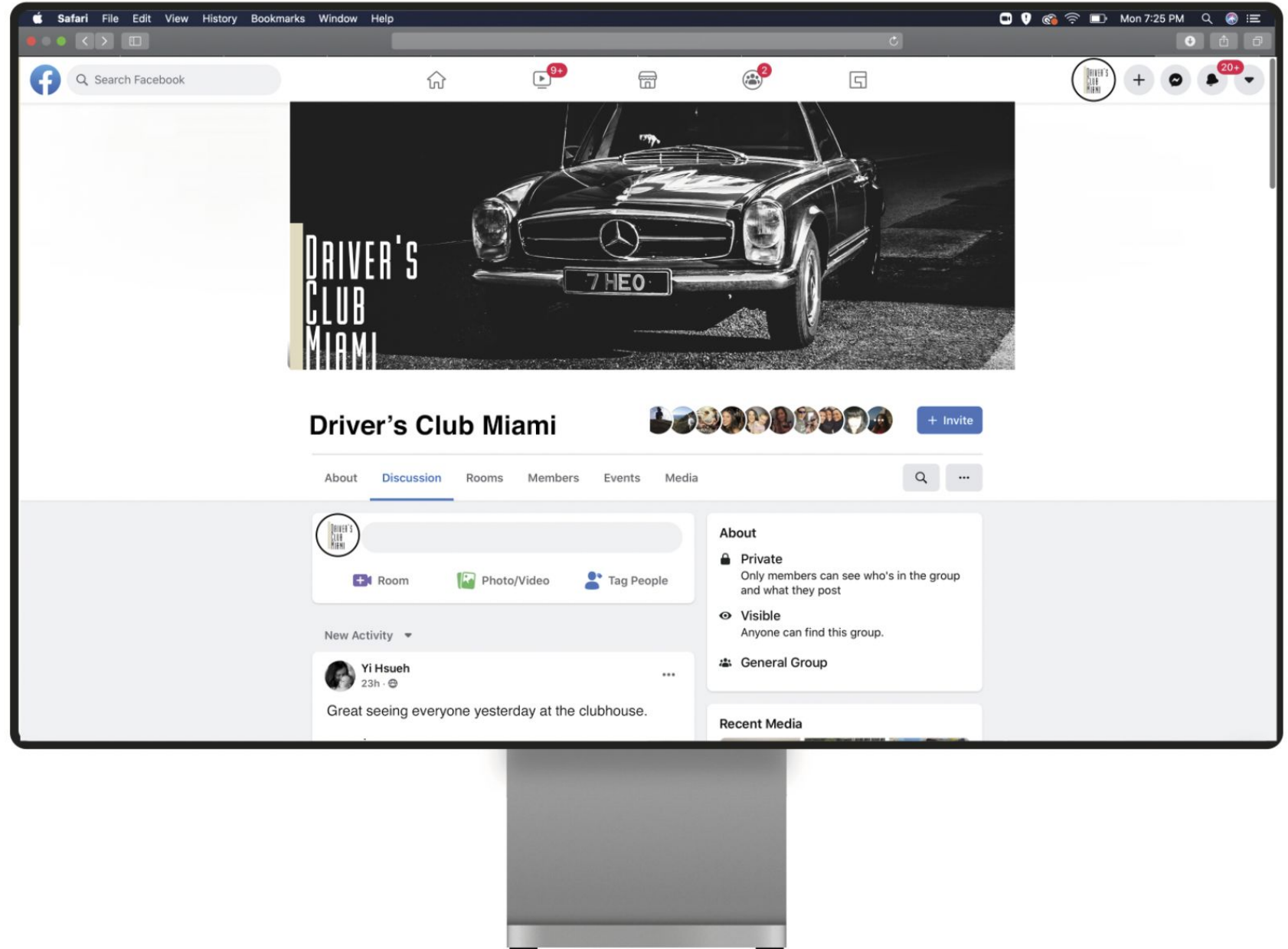
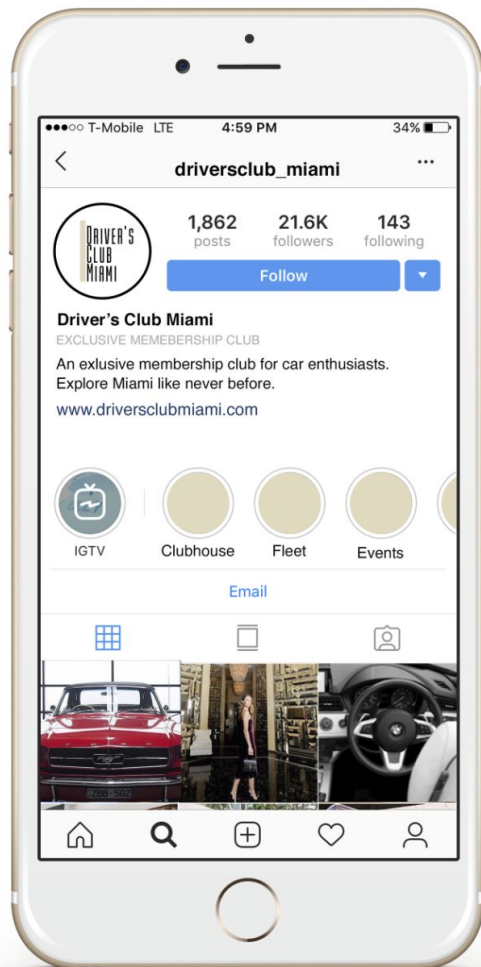




App Design



Social Media



THE CAMPAIGN

Print Ad



THE DREAM GARAGE YOU DIDN'T KNOW YOU HAD.



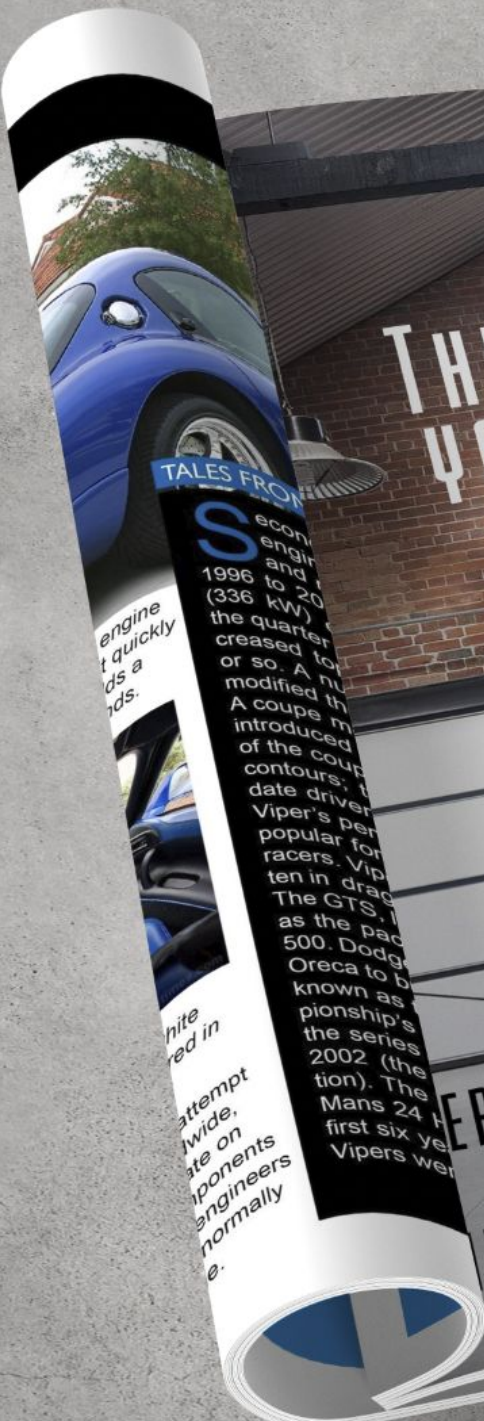
...se for Enthusiasts.

TALES FROM

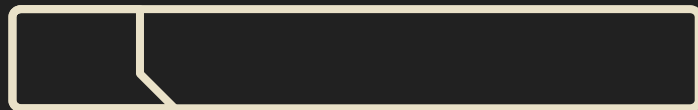
Secon engine and 1996 to 20 (336 kW) the quarter creased, tot or so. A nu modified th A coupe m introduced of the coup contours; t date driver Viper's per popular for racers. Vip ten in drag The GTS, l as the pac 500. Dodge Orea to b known as pionship's the series 2002 (the tion). The Mans 24 first six ye Vipers wer

engine t quickly ds a ds.

white red in attempt wide, ate on iponents engineers normally e.



DIGITAL PRE-LAUNCH



Digital Banners



Online Event



**Personal Invitation
via LinkedIn**

Online Banners

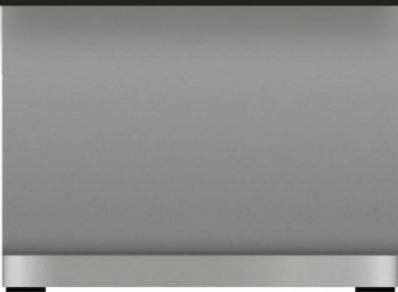
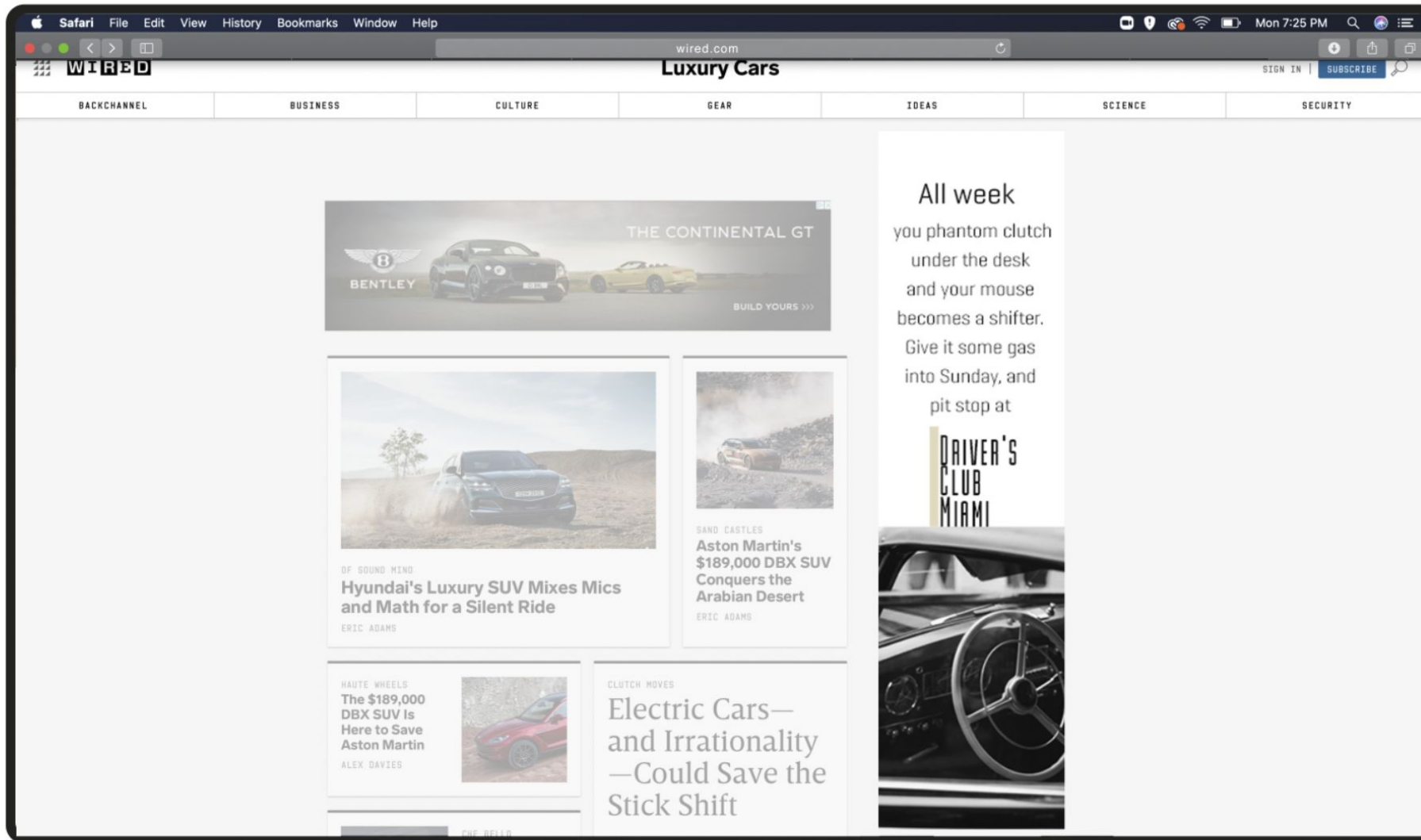


Sunday: Clutch. Shift. Be heard.
Monday: Desk Clutch. Mouse Shift.
No one saw that.

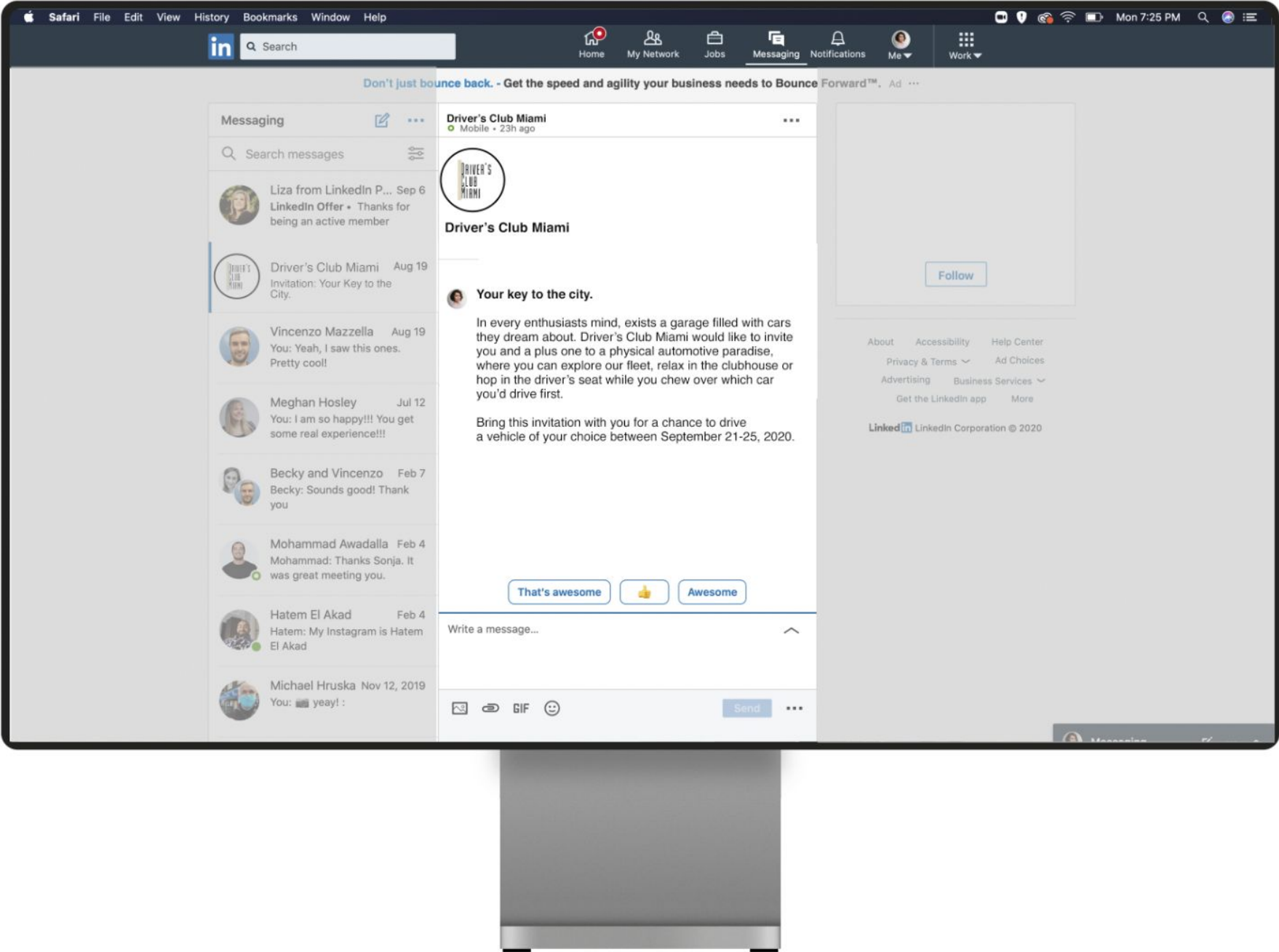
All week
you phantom clutch
under the desk
and your mouse
becomes a shifter.
Give it some gas
into Sunday, and
pit stop at

DRIVER'S
CLUB
MIAMI





Invitation via LinkedIn



Social Media Online Event

Driver's Club Miami is sponsoring an **online event** for car enthusiasts hosted by @supercarblondie. She tells us about her **passion for cars**, the **best cars she drove**, etc. and opens it up for **Q&A** . The event will be free to join. It will be promoted on different social media platforms including LinkedIn, signing up for the Zoom meeting will be via email.

@supercarblondie




Safari File Edit View History Bookmarks Window Help

Search Facebook

9+ 3 20+

Sonja



9

TODAY AT 6 PM - 8 PM

ALEXANDRA MARY HIRSCHI (supercarblondie) x Driver's Club Miami

Online Event

About Discussion Interested Going Invite

Details

- 370 people responded
- Today at 6 PM - 8 PM
63°F Partly Cloudy
- Public · Hosted by Carlene CreativeWorks
- Online Event
- Tickets

Tickets

You can find tickets for this event on Eventbrite.

FREE

Go With Friends See All

48 GOING	322 INTERESTED
-------------	-------------------

Brad Waitrovich Invite

LAUNCH CAMPAIGN



Direct Mail Piece

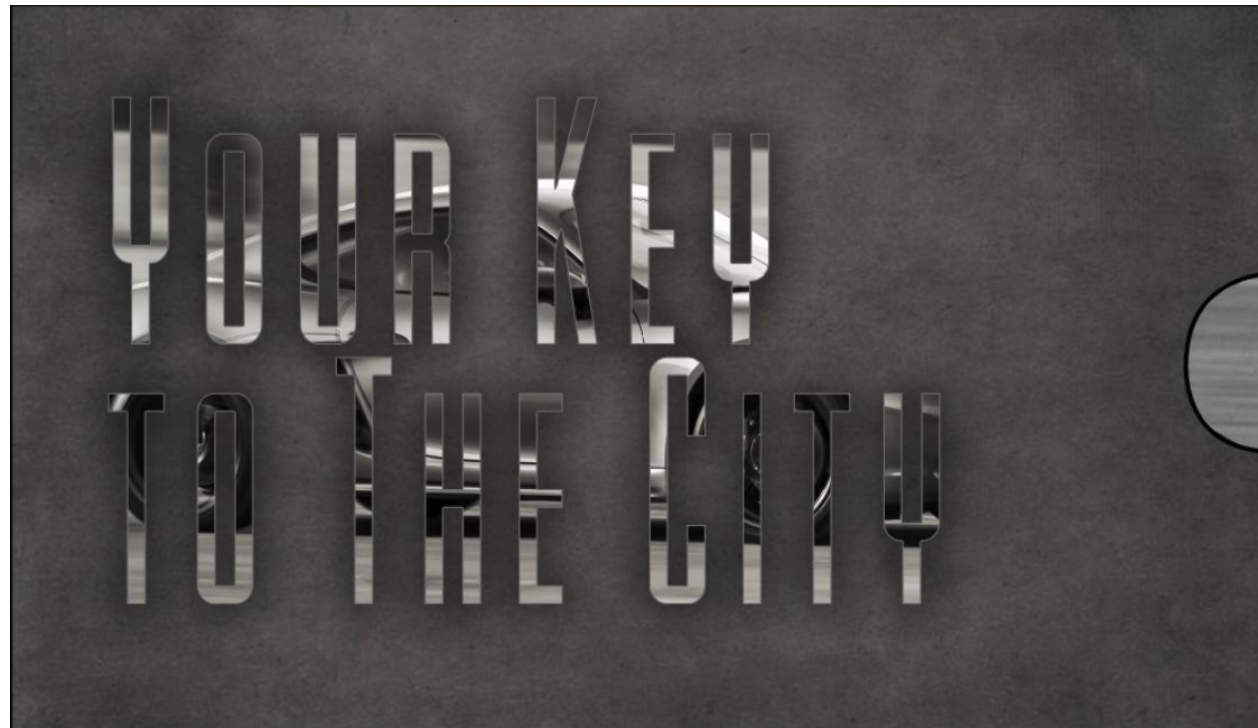


Influencer Strategy



OOH

Direct Mail Piece



Driving your dream car often requires commitment. Drivers Club Miami is changing the narrative. We're offering a variety of classic and vintage cars you can call your own, a luxurious members only clubhouse where diverse yet like-minded aficionados gather before or after a drive. A place where you can focus on experience, and leave maintenance to us. Yeah, we know it sounds like paradise, because it is.

Make an appointment to meet with our staff then check out the clubhouse and showroom - we'll be waiting.

Driver's Club Miami
Paradise for Enthusiasts.

DRIVER'S
CLUB
MIAMI

Influencer Strategy

Description:

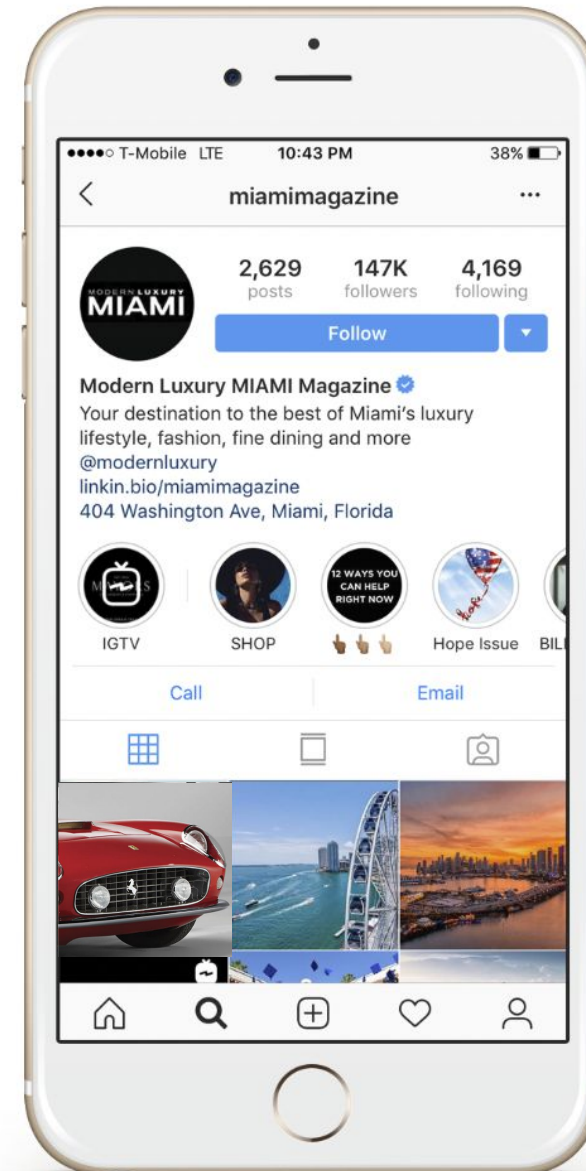
This will be a post promoting Driver's Club Miami. Vintage/Classic car owners can stop by with their cars at DCM and get a car cover.

Copy Examples:

Driver's Club Miami, the new and exclusive car club in the heart of Miami invites classic and vintage car owners to drive by, park and check out the clubhouse. They're offering one of kind, branded car covers for select models. Learn more at the link in bio.

Note: Must use #keytothecity

@miamimagazine





**DRIVER'S
CLUB**

Influencer Strategy

Description:

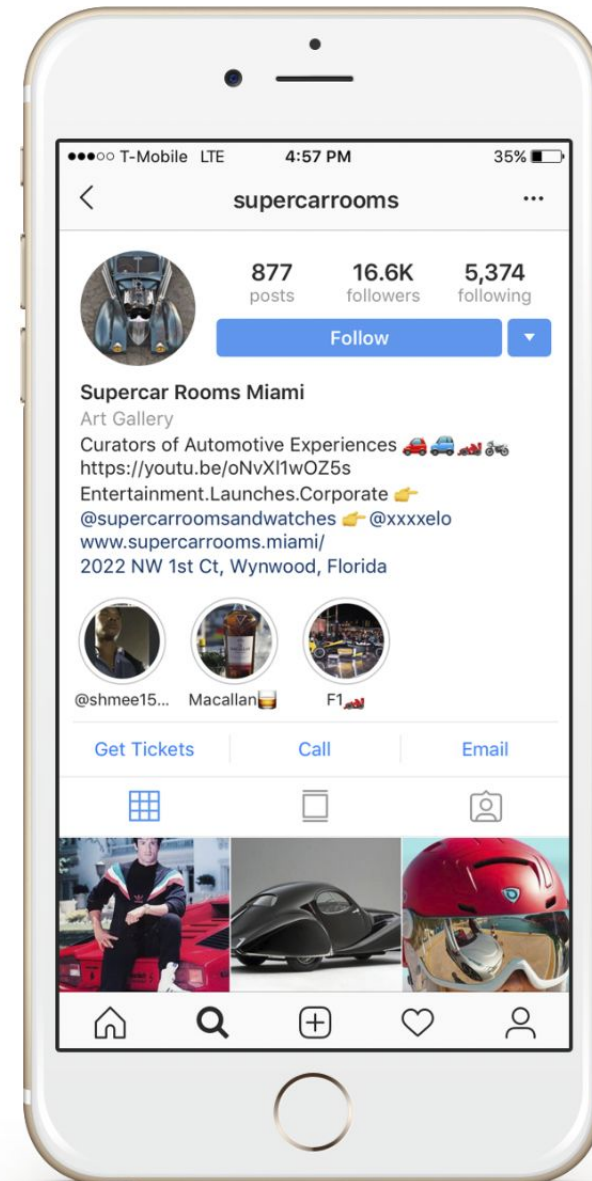
An IG Post and a story so followers can get exclusive insight into the the club and fleet.

Copy Examples:

Here's an exclusive view inside Driver's Club Miami, our city's first members only car club.

Note: Must use #keytothecity

@supercarrooms



Influencer Strategy

@thebillionairesclubmiami

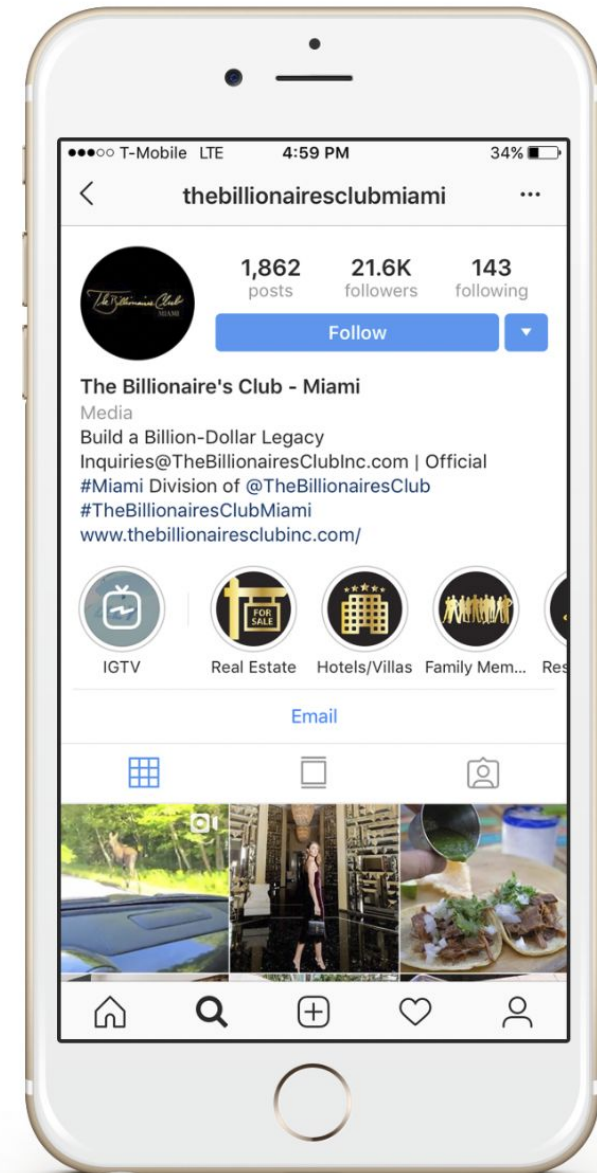
Description:

This is a paid post by Driver's Club Miami to promote the club and drive awareness.

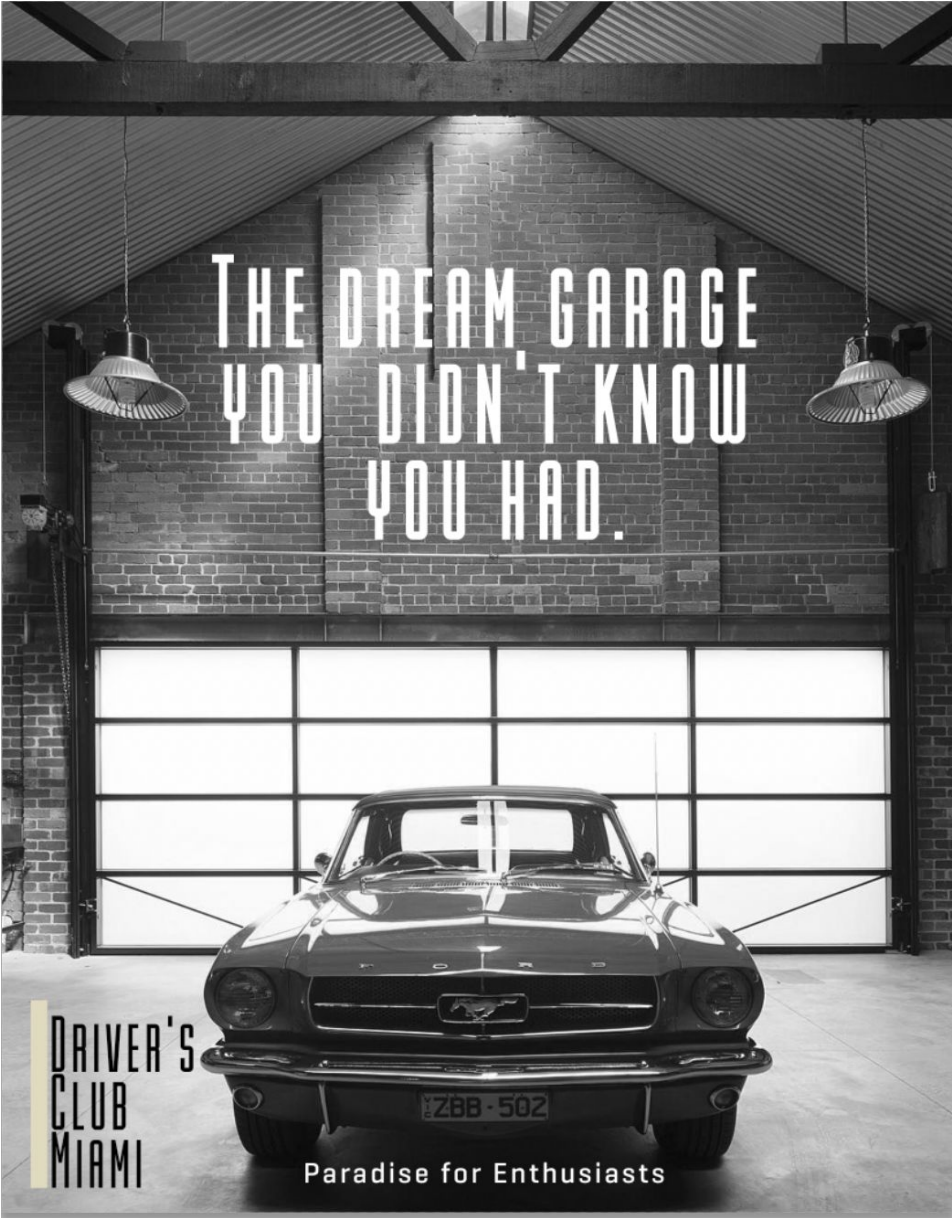
Copy Examples:

A day at Driver's Club Miami.

Note: Must use #keytothecity



OOH



OOH



A vertical yellow sign for the Lufthansa Senator Lounge Business Lounge. At the top is the Lufthansa crane logo. Below it, the text reads "Lufthansa" in bold black, followed by "Senator Lounge Business Lounge" in white. At the bottom, there are three logos: "First Class" in a red box, "Business Class" in a blue box, and "Miles & More GOLD" in a black box.



A vertical advertisement for the Aston Martin Driver's Club Miami. The top text reads "READY TO FLY?" in large, bold, black letters. Below this is a black and white photograph of a dark Aston Martin sports car driving on a road. At the bottom, the text reads "DRIVER'S CLUB MIAMI" and "Paradise for Enthusiasts." in white.

THE SHOWROOM

Showroom Examples







THANK YOU.