

ADVENTURE STARTS IN THE DRIVEWAY



SUBARU
OUTBACK
ALL-WHEEL DRIVE

Subaru Outback AWD Touring

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CAMPAIGN OVERVIEW

"Adventure Starts in the Driveway"

Every day, family moments are mini-adventures that begin in the driveway. Subaru celebrates these real-life journeys and the love that happens along the way.

Goal: Strengthen Subaru's connection with millennial families and drive test-drive sign-ups for the 2025 Outback.

CTA: "Start your family adventure — test drive the Subaru Outback today."



KEY MESSAGES

- The Outback stands for safety, reliability, and connection.
- Subaru Outback supports both weekday routines and weekend escapes.
- Real families, real emotions, real adventures — not staged perfection.
- Subaru = the car that keeps up with life.

“Wherever life takes us — school, errands, or a last-minute trail stop — our Subaru Outback keeps up.”



TARGET AUDIENCE

DEMOGRAPHICS

- Millennials aged 28-40
- Young families or couples planning for kids
- Suburban/near-suburban homeowners

PSYCHOGRAPHICS

- Value safety, reliability, emotional security, and time with family
- Pet-friendly; see dogs as family members
- Seek "real" adventures — short trips, weekend escapes

BEHAVIORS

- Heavy social media users (Instagram, TikTok, YouTube)
- Follow lifestyle/mom/travel creators
- Research-driven; read reviews before purchases

PERSONA SNAPSHOT

NAME: MIA

- Suburban Mom & Weekend Adventurer
- Age 28-40, millennial parent or couple
- Suburban lifestyle, 1-2 kids and a dog
- Values: safety, reliability, emotional security
- Dreams of spontaneous family adventures





STRATEGY: INFLUENCER TIER CHOICE

Primary Strategy: engage micro-mid tier family creators

- **Higher relatability & trust** — influencers feel like “real families”
- Better cost **efficiency** — multiple voices > one celebrity
- **Higher engagement** per dollar — proven stronger ER in micro tier
- **Closer audience fit** — moms, family planners, pet owners



STRATEGY: CREATIVE POSITIONING

Creative Strategy: "Real Life Starts in the Driveway"

- Tell stories **from the driveway**, not from a destination
- Show weekday & weekend **duality** with the same car
- Use **authentic POV**, not commercial tone
- Anchor emotional truth: **Outback = reliable starter of family memories**



MOMFLUENCERS & LIFESTYLE CREATORS

@MADDISON_CATE



ADVENTURE FAMILIES

@ROAMWITHUS.FAMILY



MICRO-INFLUENCERS (10K-100K)

@ASYATRAVELS



INFLUENCER RATIONALE

Why these creators?

- Authentic connection with family & adventure themes
- Real, story-driven content that feels trustworthy
- Established communities aligned with Subaru's audience
- Cost-efficient for engagement per dollar

CREATIVE CONCEPT

Visual Storytelling:

- POV of daily life — school drop-off, errands, mini adventures
- UGC-style short-form videos (TikTok/Reel)
- Natural light, laughter, kids, pets, trunk shots

Instagram Reel Example:

- 15-30s "Day in the Life" POV
- Text overlay: "Start your family adventure — test drive today."

TikTok Example:

- Run errands with me and my kids
- Funny family moments + emotional end
- Emphasize its practicality and reliability

Caption Examples:

- "Wherever we go, the #SubaruOutback keeps up with it all."
- "Because the best adventures start right in our driveway."



CONTENT EXAMPLES

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TACTICS

SOCIAL EXECUTION

- Use campaign hashtag system
 - #SubaruOutbackPartner
 - #FamilyAdventure #MomLife
 - #DogMom
- Require **QR** to test drive booking
- Use split-screen **"Weekday vs Weekend"** for **versatility storytelling**
- Encourage real kids/pets scenes for **credibility**

AMPLIFICATION & EXTENSION

- Tag **local Subaru dealers** for geographic relevance
- **Repost** top-performing UGC on brand-owned channels
- Use **paid boost** on best-performing creator assets
- Drive comments by prompt: **"Where does your adventure start?"**
- Keep tone **UGC-first**, not polished brand ad



BUDGET

- **\$2,500** of the budget will go to the chosen influencers
 - will pay extra fee to have rights to post on Subaru channels (~\$1,000)
- **\$3,000** for boost influencers' content to reach a larger audience across platforms

Payment	Amount	Details
1 - TikTok Video	\$1,000	Send payment to maddison_cate
2 - IG Reel	\$500	Send payment to roamwithus.family
3 - IG Stories	\$1,000	Send payment to asyatravels

METRICS & MEASUREMENT

- **Reach**
 - How many people the videos/posts reach
- **Engagements**
 - Overall post engagement, including likes, shares, reposts, comments
- **Swipe-ups**
 - How many people swipe up on story links
- **Video views**
- **Click-Throughs**
 - How many people click on external links to Subaru website

THANK YOU!

ANY QUESTIONS?

