



# #PROUDTOSHARE

A NEW BRAND DIRECTION

**#PROUDTOSHARE**

CAR2GO NEW BRAND TONALITY

WITH THE NEW BRANDING AND  
THE NEW BRAND CLAIM COMES A  
**NEW BRAND IDENTITY.**

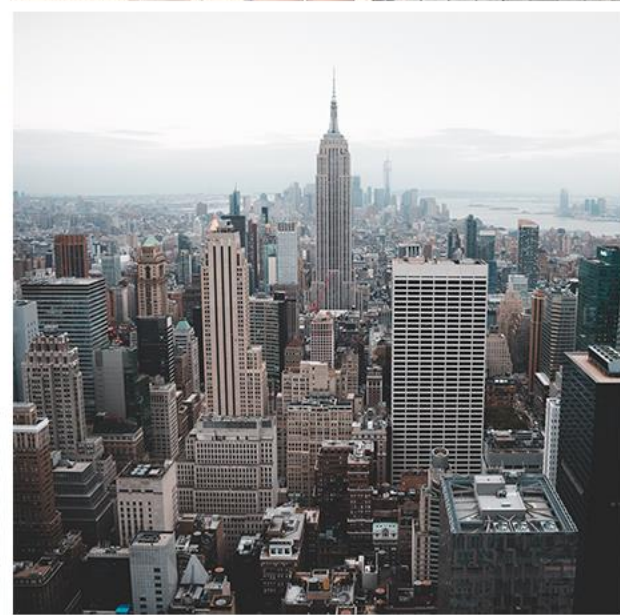
#PROUDTOSHARE

OLD BRAND TONALITY



OLD

BRAND TONALITY



NEW BRAND TONALITY

PREMIUM  
GROWN-UP

#PROUDTOSHARE  
THE GOAL

# THE GOAL

The goal is to **define how the brand identity can manifest in a tonality** that is slightly different on each channel, but at the same time **conveys a fitting and consistent brand experience to our target audiences.**

**#PROUDTOSHARE**  
COMMUNICATION GOALS

WHAT ARE OUR DIFFERENT  
COMMUNICATION GOALS



**GET  
LEADS /  
REGISTRATIONS /  
SELL**



**CREATE BRAND  
AWARENESS**



**KEEP MEMBERS  
LOYAL AND  
INTERESTED IN  
THE BRAND**



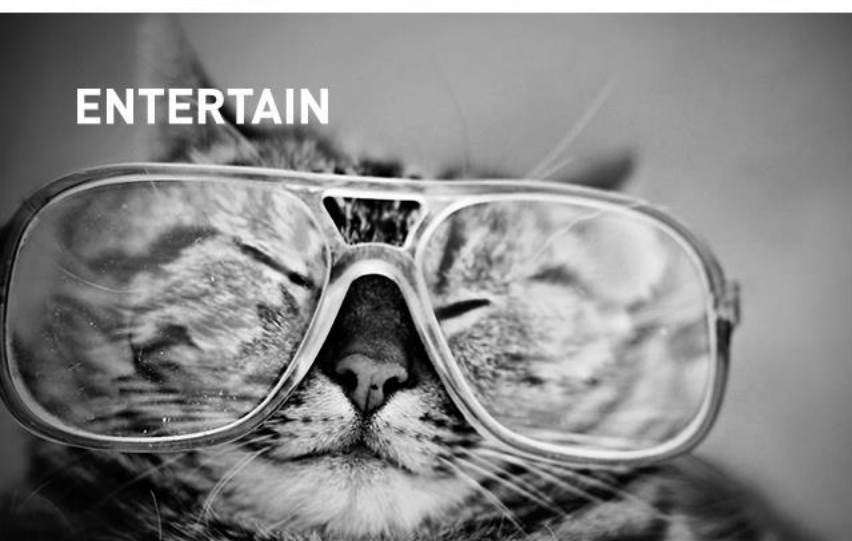
**GIVE INFORMATION**



**HELP MEMBERS**



**ENTERTAIN**



**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

# APPROACH: COMMUNICATION GOALS MEET BRAND ASPECTS

In order to define the different nuances of the brand tonality on the various channels, we're going to look at what statutes the new brand identity and then how we can transfer that to the strategic communication purpose of the channels.



**#PROUDTOSHARE**  
GENERAL ASPECTS

BUT FIRST TAKE A LOOK AT OUR  
**GENERAL ASPECTS**

# #PROUDTOSHARE

## GENERAL ASPECTS



**CAR2GO** (aka our brand communication) is a service and therefore strives to be helpful on every channel.

Information is therefore offered in an **easily understandable way:**

- main sentences
- active not passive constructs
- normal language on eye level of our respective target audiences.

#PROUDTOSHARE  
GENERAL ASPECTS

# PROUD TO SHARE

We call our members “members” and call them by their first name  
(with very, very rare exceptions)

Tina



Max



Lisa



Thomas



**#PROUDTOSHARE**  
DISCLAIMER

## **DISCLAIMER:**

Even though this approach offers a wide variety of realizing it, not all approaches might fit political or tactical requirements at all times. There might be exceptional occasions, when some or all regulations are not fit for communication. Deviating from this approach should only be necessary very rarely.

# #PROUDTOSHARE

## GENERAL ASPECTS

The spellings in the glossary on the **brand hub** that are based on spelling books and google keywords remains the same for all channels and will continued to be handled by **the Global Social Media & Marketing Partnerships Team.**



**#PROUDTOSHARE**  
BRAND IDENTITY

WHAT DESCRIBES  
**THE NEW BRAND IDENTITY**



#PROUDTOSHARE  
BRAND IDENTITY

## BRAND IDENTITY

PROUD  
MODERN  
GROWN-UP  
PREMIUM

1

## BRAND ATTITUDE

MAKING LIFE BETTER  
HELPFUL  
AUTHENTIC  
FRIENDLY  
FUN

2

## PRODUCT ASPECTS

CONNECTING  
INTERNATIONAL  
FLEXIBLE  
AUTOMOBILITY FOCUSED  
PROVIDING ACCESS

3



1

**BRAND  
IDENTITY**

**CAR2GO IS A PROUD THOUGHT LEADER.**

We are proud to be the market leader and shape the world of mobility through our large service, pilots and technical advancements.

**DO:**

- Use strong words, phrase our benefits and ideas with pride
- Voice our opinion self-confidently and openly
- Be a champion for the industry
- display the relaxedness & charm of a worthy player by fostering dialogue and encouraging others to participate

**DON'T:**

- be lukewarm, wishy-washy, non-committal, try to evade a conversation
- use passive voice
- rise up to provocations
- be arrogant



2

BRAND  
ATTITUDE

**CAR2GO IS HERE FOR OUR MEMBERS.**

We want our members to have the best possible experience with our whole brand & service. We believe that it is our community that makes us unique – therefore we meet them at eyelevel and are maximally helpful at every touchpoint.

**DO:**

- Explain complex issues as simply as possible – try to phrase everything in a way so that the member doesn't have to ask
- Put emotion into our writing, use adjectives
- emphasize the service aspect
- use communication that creates closeness i.e. first name, signing communication with a real name etc.
- Stick to your word

**DON'T:**

- brush off issues
- overcomplicate matters
- make the member feel like no one is responsible for their issue
- use marketing jargon
- overpromise

3

PRODUCT  
ASPECTS

**CAR2GO ENABLES YOU TO SHARE A CAR WITH OTHERS ON DEMAND,  
SO YOU CAN COMFORTABLY GO WHERE LIFE TAKES YOU.**

We are proud of offering comfortable cars to our members so that they can drive any place they need to go when they want to. We believe that sharing a car is not only better, but superior to owning one, which out of respect for our shareholders we only subtly include in our messaging.

**DO:**

- emphasize the premium quality of our fleet
- emphasize benefits of carsharing
- emphasize that members are part of a movement – use claim repeatedly both directly and indirectly through meaningful content
- use variations of pride and sharing
- reward and elevate members who represent the spirit

**DON'T:**

- fall back into old habits – using childish or cute expressions
- put the smart at the forefront of the communication
- just use examples of single members, but groups & communities

**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

BUT HOW WOULD YOU EXPLAIN  
THIS TO YOUR BEST FRIEND



**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

# IMAGE SOME ONE

who has a world wide successful brand,  
has a casual self-confidence that attracts  
millions of people world wide, is charming and  
classy, is known as beautiful and desirable?



**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

**OBVIOUSLY:  
CAR2GO IS LIKE  
RYAN GOSLING.**



**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

**WE ARE  
SUCCESSFUL.**



**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

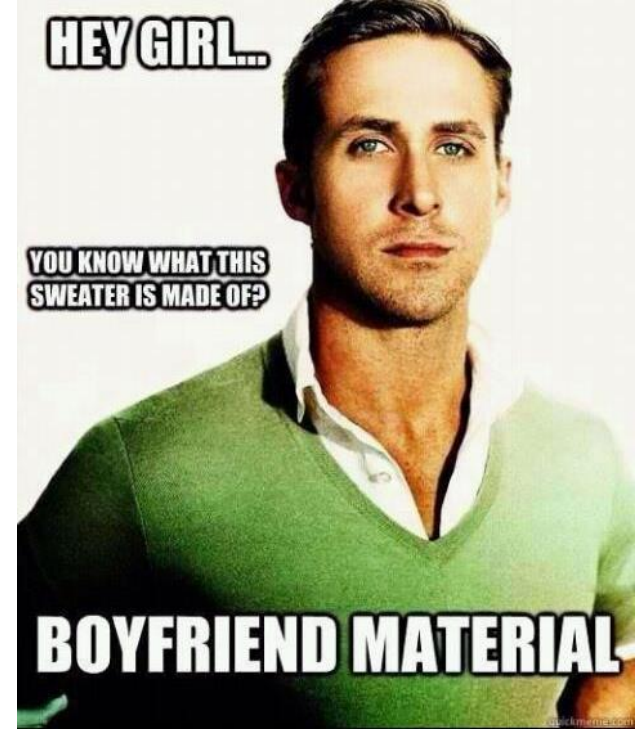
**WE ARE SEXY  
AS F\*\*\*.**



#PROUDTOSHARE  
CAR2GO NEW BRAND TONALITY

AND WE KNOW IT,  
BUT WE'RE CHARMING  
ABOUT IT.

We are easy to love and you want to introduce us to your parents. And parade us in front of your friends.





**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

**YOU CAN HAVE  
FUN WITH US.**

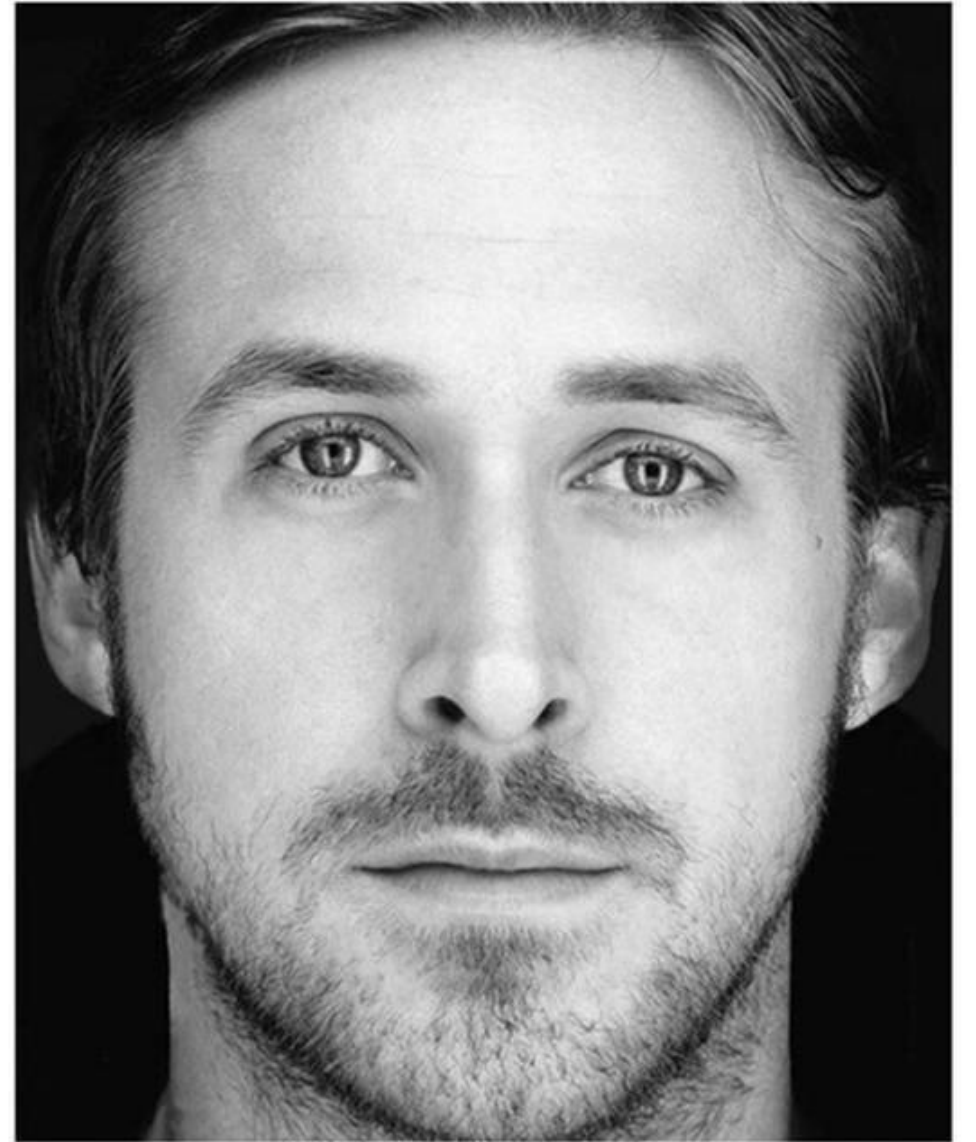


**#PROUDTOSHARE**  
CAR2GO NEW BRAND TONALITY

# WE WILL BE THERE FOR YOU.

We make you happy and proud to share,  
because having some time with us is better  
than having no time with us at all.

**Stressed?**  
Stare into my eyes for 5 seconds.



**Wow. I feel better already.**

**#PROUDTOSHARE**  
COMMUNICATION CHANNELS

WHAT DOES THIS MEAN FOR THE  
**VARIOUS COMMUNICATION**  
**CHANNELS**



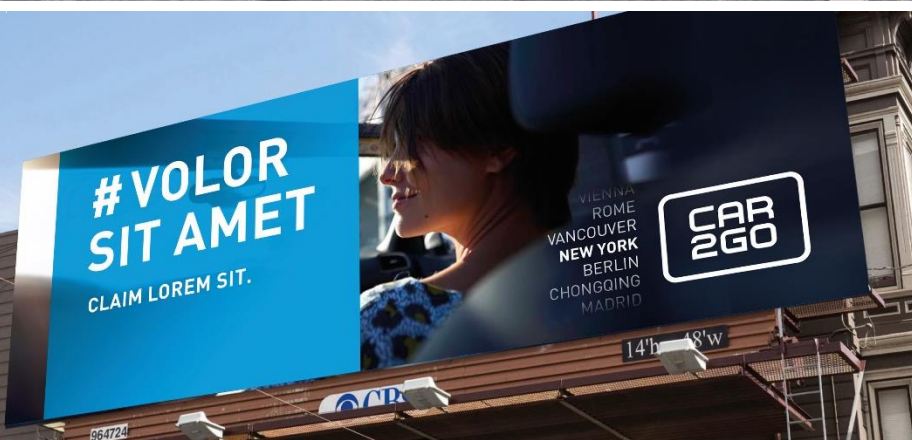
# #PROUDTOSHARE

## COMMUNICATION CHANNELS

1 OOH	2 Website	3 App	
	4 Social	5 Blog	6 Customer Service
7 E-Mail	8 B2B	9 Internal Coms	10 PR

### FOCUS TONALITY

Even though of course the brand tonality in general stays similar as it is inseparable from the brand identity, the different channels have different focus areas and therefore the core descriptors can manifest in variations there.



## FOCUS TONALITY - Out of Home

### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ●
- car2go is here for our members. ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

With a strong focus on branding, being a one-way channel with no focus on customer support, the brand voice should mostly be bold and on point, if possible clever & funny for attention.



## FOCUS TONALITY - Website

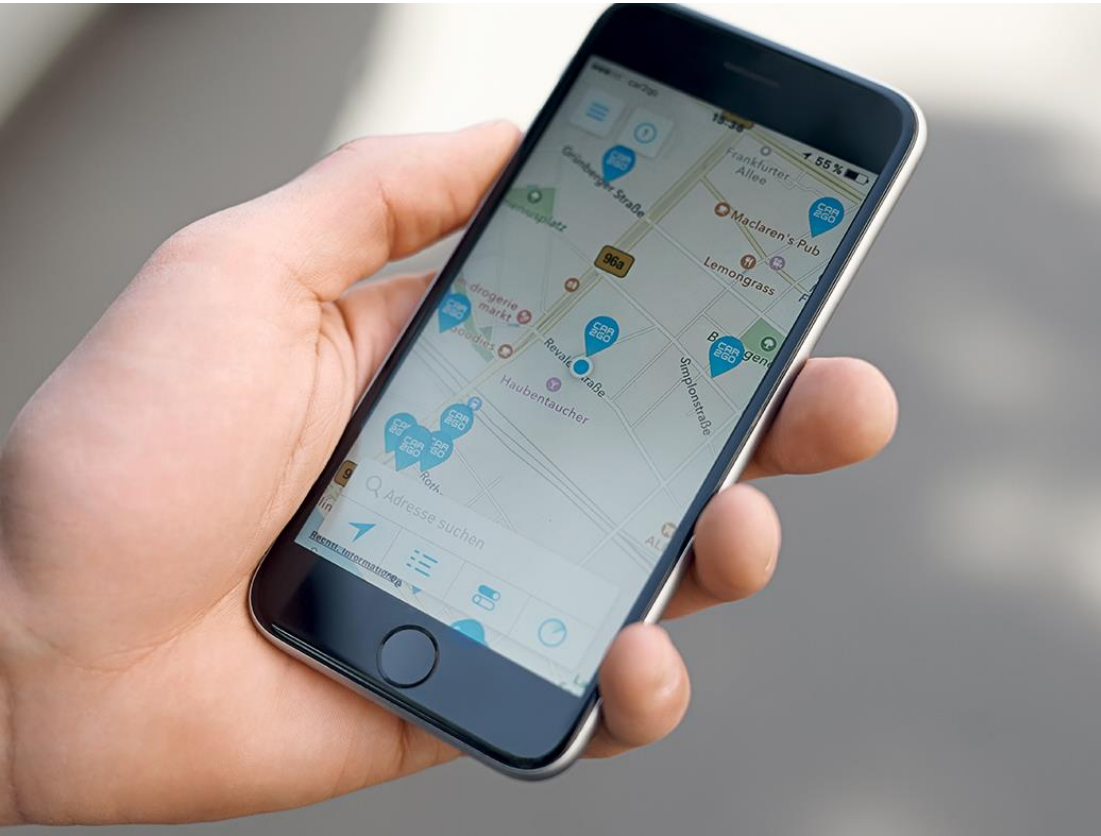
### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
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- Entertainment ● ● ●

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This channel has a strong sales focus. Therefore communication need to be unembellished and focused on simple explanations of the complicated product. Emotional, adjective heavy language should be limited to clearly branding related parts.



## FOCUS TONALITY - App

### GOAL ORIENTATION

- Registration ● ● ● ●
- Leads ● ● ● ●
- Utilization ● ● ● ●
- Brand Awareness ● ● ● ●
- Educate ● ● ● ●
- Help ● ● ● ●
- Retention ● ● ● ●
- Entertainment ● ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ● ●
- car2go is here for our members. ● ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ● ●

This channel's main focus is for customers to use the product. While the brand presents itself proud and expertly, it should also be a hub for straight product information. Because of its focus, the content must be to a point, precise / simple and activating (using CTAs).



## FOCUS TONALITY - Social

### GOAL ORIENTATION

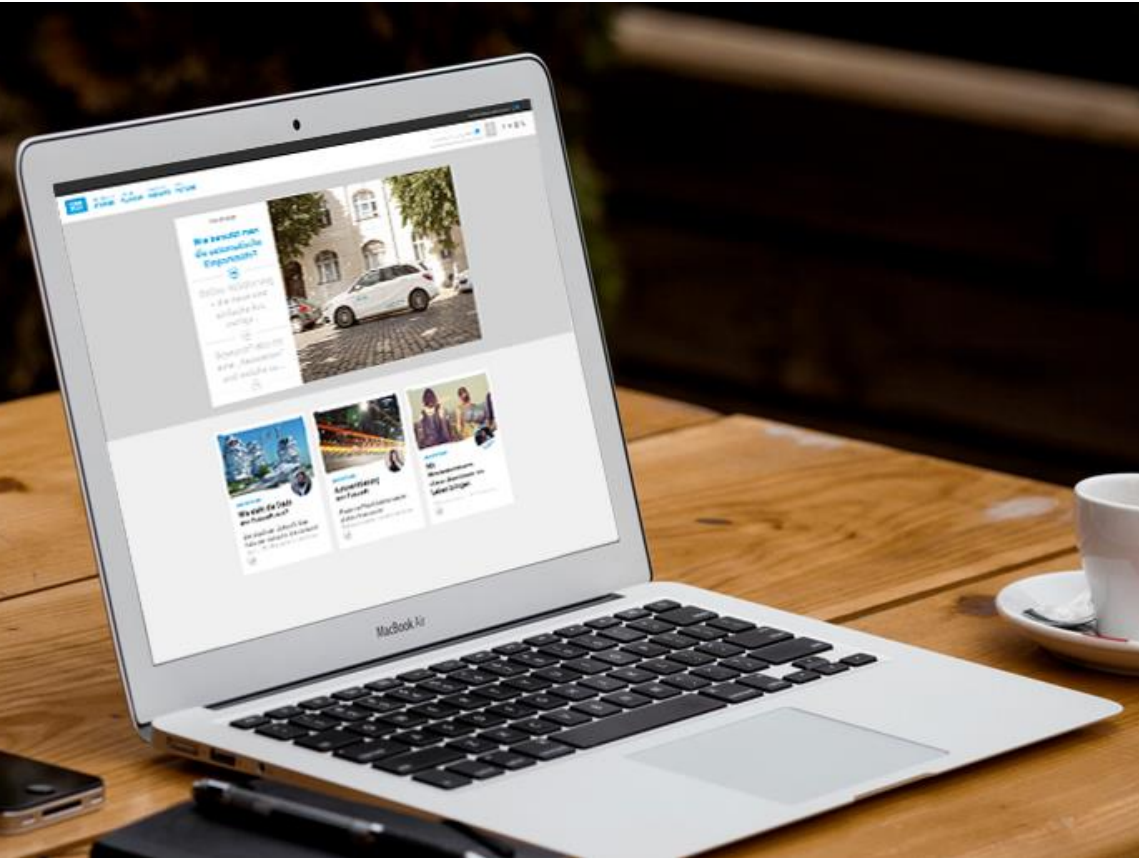
- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

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- car2go is proud thought leader. ● ● ●
- car2go is here for our members. ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

With a strong focus on member communications and entertainment the social media tonality can stay as is at it has proven very effective.





## FOCUS TONALITY · Blog

### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ●
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- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

The blog is supposed to attract already-members as well as new members – its main purpose is to work towards SEO. Therefore it features a journalistic, professional language, while being bold and product oriented – catering to a vast target audience while at the same time showing the unique approach of the brand.



## FOCUS TONALITY - Customer Service

### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ●
- car2go is here for our members. ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

With a strong focus on member communications being on eye level with the members is a huge asset. Therefore the tonality here can stay as it is.



## FOCUS TONALITY · E-Mail

### GOAL ORIENTATION

Registration	● ● ●
Leads	● ● ●
Utilization	● ● ●
Brand Awareness	● ● ●
Educate	● ● ●
Help	● ● ●
Retention	● ● ●
Entertainment	● ● ●

### BRAND ASPECT FOCUS

car2go is proud thought leader.	● ● ●
car2go is here for our members.	● ● ●
car2go enables you to share a car with others on demand, so you can comfortably go where life takes you.	● ● ●

With a strong focus on member communications being on eye level with the members is a huge asset. Therefore the tonality here can stay as it is.



## FOCUS TONALITY · B2B

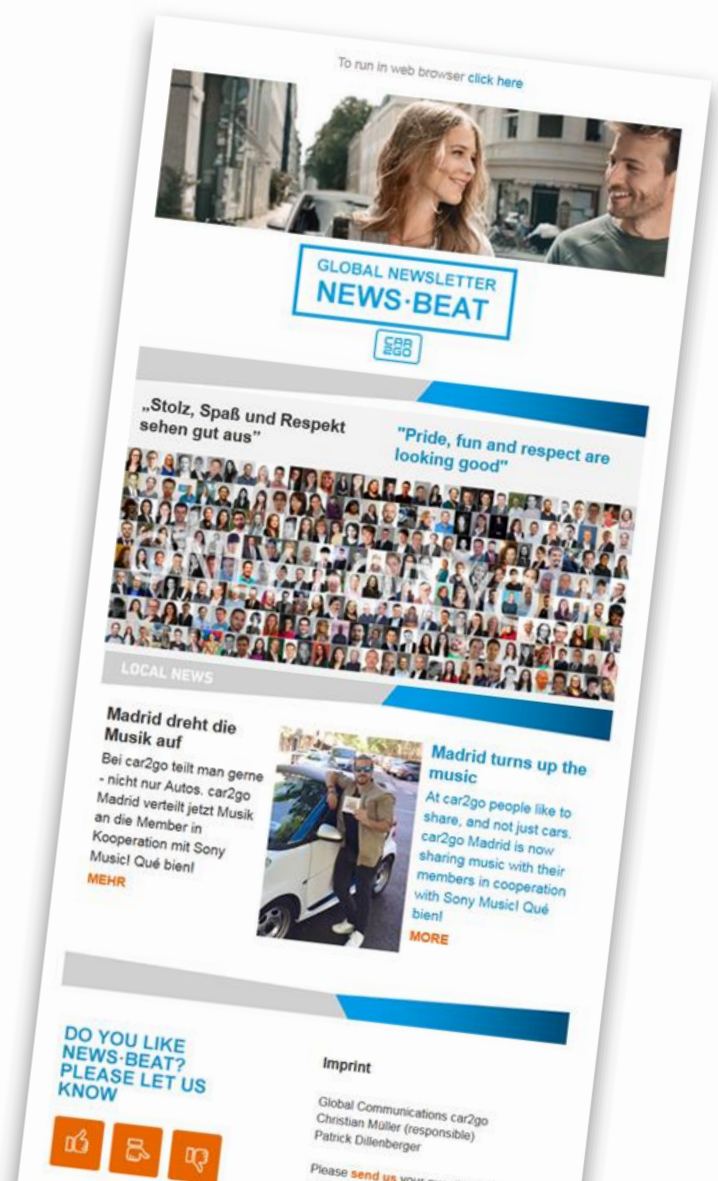
### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ●
- car2go is here for our members. ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

With a sole focus on business customers a mixture of bold representation of the benefits of the brand and a strong focus on use cases can work well. This channel is the most “businesslike” in its approach of representing the brand as it often encounters rather conservative target groups.



## FOCUS TONALITY · Internal Communication

### GOAL ORIENTATION

- Registration ● ● ●
- Leads ● ● ●
- Utilization ● ● ●
- Brand Awareness ● ● ●
- Educate ● ● ●
- Help ● ● ●
- Retention ● ● ●
- Entertainment ● ● ●

### BRAND ASPECT FOCUS

- car2go is proud thought leader. ● ● ●
- car2go is here for our members. ● ● ●
- car2go enables you to share a car with others on demand, so you can comfortably go where life takes you. ● ● ●

As there is a strong focus on transferring the brand spirit into the company, messages should be proud as well as relatable. This can be achieved by being very clear, positive and consistent in the messaging.



## FOCUS TONALITY · Public Relations

### GOAL ORIENTATION

Registration	● ● ●
Leads	● ● ●
Utilization	● ● ●
Brand Awareness	● ● ●
Educate	● ● ●
Help	● ● ●
Retention	● ● ●
Entertainment	● ● ●

### BRAND ASPECT FOCUS

car2go is proud thought leader.	● ● ●
car2go is here for our members.	● ● ●
car2go enables you to share a car with others on demand, so you can comfortably go where life takes you.	● ● ●

As there is only a limited focus on direct member communications, the messages should mostly convey pride by being bold and straight forward.