

JETOUR X50

Terminal Communication Guidance



Brand Interpretation

“JET + TOUR”

JETOUR is a travel car brand

The meaning is revealed in the name, which consists of a combination of two words **JET** ("jet plane", in Chinese it means convenient) and **TOUR** ("journey").

It implies that traveling by car can be as pleasant and comfortable as flying on a private plane. Our product is dynamism, enterprise and action.”



Product Orientation

With striking appearance, high-tech and high safety
X50 provides all-new enjoyable driving experience for modern and new
generation family



Smart Compact SUV

Target Group

Modern & New Generation Family

THEY

Enjoy life, with brilliant views

Be both rational and emotional, cherish technology product

Never blindly show off, create better life for their family

X50

Not only for off-road but for flexible space

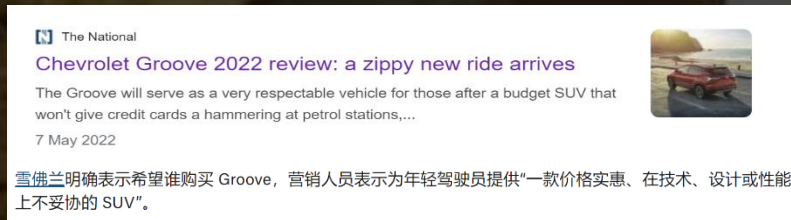
Have more freedom and wisdom

Group Analysis

They are practical but live their life with modern and enjoyable attitude

Be affordable

Purchase with lower price
Expect cost-effective and high-performance cars
"Do more with less"



TA purchase needs

√Consumer concept

Family-oriented

Enjoy family trip and fun life
Value comfort and utility, especially for spacious backseat and multi-link suspension



TA focus on space

√Values

Pursue new and fun things

Be willing to new trends and things
Pursue fashion and sci-allocation
Avant-garde attitude



TA own technological pursuit

√View of life

Core selling points

Stylish Design

- Integrated Design Language
- Eagle-Eye LED Headlights
- Baleen grille
- Integrated Leather Seats
- Humanized



Intelligent Driving

- Smart Voice Control
- 20.5-inch Dual-screen Display
- CarPlay/Android Auto
- 3D 360° AVM Panoramic Imaging
- Magna 6DCT Dual-Clutch Automatic Transmission



Safety Protection

- Rear multi-link independent suspension
- High-strength 360° cage body structure
- Bosch 9.3 EPS
- Intelligent HAC
- ROP



Slogan

All For Fun

Enhance Quality

Advanced product cognition
Leading driving experience



Double Enjoyment

Trendy fun fashion
New-generation life attitude

Improve fun driving quality

Let new generation families enjoy modern fun life

KV Creative demo

City for fun life attitude



Live shotting demo

Delicate and modern lifestyle





Make a distinction: “Rule of Thirds” -take JETOUR X50 as a visual focus to attract audience; Models’ pose and gaze direct audience towards car

Create a sense of spatial level: make the picture more 3D sense and profound; Convey city-modern vibe through interaction with models and car and modern architecture

Combination of dynamic and static: Male model’ s pose shows in dynamic manner, while female model keeps static with car; make whole picture more vivid

Overall communication strategy

Core message

Product orientation
Smart Compact SUV

Slogan
All For Fun

Core selling points
**Modern, sci-tech,
safe**

Target group
**Modern and new
generation family**

Stage

Warm-up

Build for “All For Fun” ; build topic heat

- KOC&KOL warm-up
- #All For Fun topic heat
- UGC: release cliffhanger poster, exterior & interior photos and selling points; invite users for prize-giving quiz



Launch

Increase exposure
Test drive tasting selling points

- Crossover cooperation: music/gourmet/fashion/game
- Test driving in-depth interpretation on technology
- Car media build reputation



Launch exposure

- Launch event
- First delivery
- KOL and car owners communication



Sustain

Car owners co-creation

- Dealer showroom, car exhibition, commercial showroom
- Car owner events and club
- Sustain communication via media, social media and KOL



Media test drive

内容建议

Theme: All For Fun- JETOUR X50 media tasting
Place Recommend: trendy parent-child site

Test suggestion: introduce product highlights-3D 360°AVM panoramic image, super high tensile 360° cage body. Test driver should keep people safe and give right direction; in-depth experience on trendy fashion and fun lifestyle product

Media invitation: invite 30+ media focus on new generation family; key dealers; 3-5 local famous car media; famous KOL livestream



博主推荐

Car KOL

Professional car review to lift brand popularity and fans trusty

Fashion KOL

Enhance X50 young tone, expand audiences, attract more fans via fashion KOL tone

Tech KOL

Cooperate with tech KOL, combine creative sense, highlight tech and design sense of X50 and deepen product memory points

Lifestyle KOL

Various lifestyle scenarios output; bring fans real and immerse experience

Product Launch

Theme: JETOUR X50 Launch

Place Recommend: Urban fashion & trendy places; creative centers

Style: New, trendy and fun

Key Movement:

- Release KV and theme, to build the atmosphere of modern, trendy, lively new-age family
- Invite KOLs to the launch meeting, stream calling cross-field KOLs such as Music KOLs.
- Official media & KOL Social media publish tag #All For Fun#, invite consumers to cross-field topic, enhance exposure. Press publish articles afterwards.

Requirement:

- List of Invited >50 (Include but not only the press, KOL, KOC, Important potential consumers) arrival rate ≥90%
- Shooting videos and pictures, press publish rate 100%
- Online streaming: TikTok, Instagram
- Material: Background board for signing in, background board for KV, balloons, trendy decoration, vertical letter of product



Place



Trendy elements



Press & KOLs



Decoration



Tone & manner

Customer Activity

Theme: JETOUR X50 Owner Club

Place: Decided by place of dealers/Big urban and trendy venue.

Purpose: Explain the concept of 'Smart Compact SUV' among consumers, give the new-age family an impression of trendy.

Key movement:

- Prepare advertising material, interaction props, awards, souvenir, test-drive cars, and catering, etc. ; DIY section to have customers involve in making trendy decorations. Enhance urban trendy style, and get to experience the new-age family.
- Set trendy spots for customers to take pictures, to form a X50 shape, winner will get big rewards.

Requirements:

- Fully meet the need of customers. Let customers experience the trendy spot with family members. Press publish 100%.
- Take photos and videos for customers.
- Review the customers and give souvenirs after the event.
- Mind the review of customers



Social media

material:

https://drive.google.com/drive/folders/1XGt9R3PXE7JeWj9dYGnCcFw8WikAGvtN?usp=drive_link

Social platforms: Instagram、X (Twitter)、Facebook、TikTok、YouTube

Create stunt for X50 focus



#U give me five, I give ur fun

X50 city freakwalk

KOL tick off and hype up

Official interaction

#Ground art create city insta-spots



Different cities match different KV

Officially kick off city-tick-off event

Recruit car fans from regional areas for awarded participation

Drive X50 and shot at optimum location

#Create suspense-highlight product modern design



Localize, close-up and focus on X50 fancy appearance

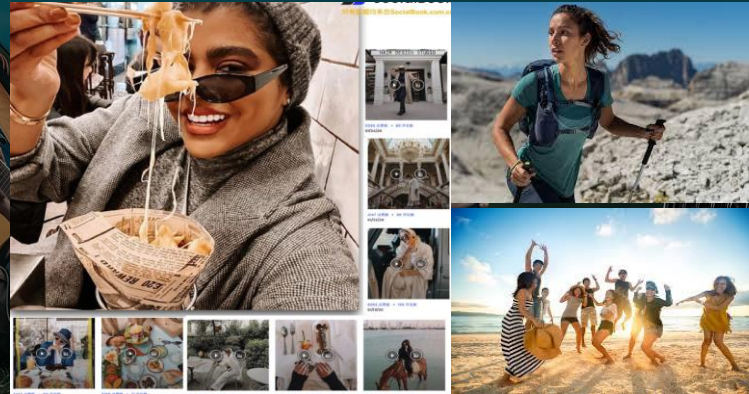
Create suspense for warm-up

Quiz with award

KOL

Build up circled KOL, amplify #All For Fun slogan

Unite circle KOL
"HIGHLY" enjoy life



Travel, gourmet, music...
KOL show life scenarios
Feel modern fun brought by X50

X50 showcase
Create modern lifestyle challenge



#Car painting show
#Car roof yoga challenge
#Intelligent technology interaction challenge

X50 family party
All for HIGH



Take whole family as fashion icon
Cute baby, fashionable mom and dad
Feel modern fun brought by X50

THANK YOU !

