



**WHO THEY ARE**

These hardworking and ambitious individuals hustle hard to get the job done. Not only are they on a mission to accomplish professional goals, but personal goals as well.

**HOW THEY ACT**

Always on the go.  
Always seeking new experiences.  
Never afraid to try something new.  
Interested in numerous things.

**WHAT THEY BELIEVE IN**

Being multidimensional. Never giving up.  
Looking for the next best thing. Filling multiple roles.



# DOESN'T HURT TO HERTZ

Ad Club at VCU Nov 2020  
Team 20



# MEET THE TEAM



**TAYLOR R.**



**WILL I.**



**ERIKA M.**



**TAYLOR H.**

# History of Hertz



From 12 Model-Ts on the south side of Chicago



To a 535,000 car fleet and locations in 150 countries



# PROBLEM

Becoming Obsolete.

Already considered the future of travel, rideshare companies seem to be faring better.

Uber food delivery option: Uber Eats revenues grew over more than 50 percent, to \$819 million.

In mid-May 2020, New York City's, demand rose 70 percent in June 2020 compared to the same month in 2019.



# PROBLEM

A Declining/Suffering Market

Like all companies invested in travel and tourism, Hertz has been heavily affected by COVID-19.

Filed for chapter 11 bankruptcy in May 2020

Revenue dropped by 73%

Used its fleet to back loans and issued new stocks to help generate \$1 billion

In conducting a brief survey, we found that those who did not use Hertz for their car rental service of choice:

- Were not aware of Hertz
- Chose direct competitors due to familiarity, accessibility, customer service, and pricing
- Preferred using rideshare companies during trips
- Believed Hertz was only for the business industry

# OUR FINDINGS

CONSUMER ATTITUDE

# The Challenge

**Give people a reason to  
choose Hertz again.**





# MISSION

“To be customer focused, cost efficient, and provide an unforgettable car rental experience  
**for whatever journey you may be on.”**

**COVID has redefined the world in a  
number of ways.**

**Including what hustle means.**



**It's not just about business anymore.**





# The Audience

**Today more than ever,  
everyone is now a  
Hustler**

**From one dimensional to  
multifaceted to**

**Chasing not just money but  
following their passions and  
what really matters to them  
personally**

**Life doesn't get easier; we  
just get stronger.**



# Headstrong

Hustlers:

They do whatever it takes for their family, they look for new opportunities to become better people, and they are drivers, not passengers

Hertz:



# Hopeful

## Hustlers:

They trust the process, always moving forward with what is latest and greatest, and they are ready to adapt in an ever changing environment

## Hertz:

Then, fully cleaned and sanitized again before being sealed.



Hertz Gold Standard Clean



# Humble

Hustlers:

They are always there for the people around them, but they don't look for recognition. they do things simply because it's the right thing to do.

Hertz:



Granted Hertz should have been mentioning all of this earlier...



**GET**

Hustlers

**TO**

see a relationship with Hertz as a partnership,  
not a transaction

**BY**

reinforcing that Hertz supports every journey  
in and outside of the car.

**Hertz is here for your  
journey—  
whatever it may be.**

**BIG IDEA**



**DELIVERABLES &  
CREATIVE  
SUGGESTIONS**



## **OUT-OF-HOME**

Billboards

## **DIGITAL AND PRINT**

Magazines

Facebook Ads

## **RADIO**

Spots on Relevant Themed

Podcasts

## **PRODUCTION**

TV (30-60 secs)

YouTube Ads

## **SOCIAL MEDIA**

Facebook

Instagram

Twitter

# DELIVERABLES

# SUGGESTED CREATIVE



So you can rent  
with confidence.

# KEY HIGHLIGHTS

## THE ASK

Give people a reason to choose Hertz again.

## THE INSIGHT

Life doesn't get easier; we just get stronger.

## THE STRATEGY

Get Hustlers to see a relationship with Hertz as a partnership, not a transaction by reinforcing that Hertz supports every journey in and outside of the car.

## THE BIG IDEA

Remind people that Hertz is here for your journey— whatever it may be.

## THE AUDIENCE

The Hustlers: the hardworking and ambitious individuals who work hard to get the job done! They are on a mission to accomplish professional and personal goals.

## SUGGESTED CREATIVE

The Gold Seal sticker is like taking off that fresh film on a new purchase— it's your car. It also reinforces that security and promise Hertz gives during COVID-19.





**Thank you.**