# WHEELHOUSE

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# brandCORE

# "I DIDN'T KNOW MY CAR COULD DO THAT."

EVERYONE WANTS TO FEEL CAPABLE OF LIVING UP TO THE THINGS THEY LOVE. PERFORMANCE DRIVERS DON'T JUST BUY A VEHICLE; THEY BUY WHAT IT MEANS TO DRIVE SOMETHING POWERFUL. THEY BUY A VERSION OF THEMSELVES. WHEELHOUSE AWAKENS DRIVERS TO THE CAPABILITY OF THEIR MACHINES AND THE CONFIDENCE WITHIN THEMSELVES.

# TARGET AUDIENCE

OEMS WHO WANT MORE THAN RETENTION; THEY WANT SUSTAINED RELATIONSHIP ARCHITECTURE. FROM VP OF MARKETING TO CUSTOMER EXPERIENCE HEAD, THEY NEED TO EXTEND THEIR BRAND EXPERIENCE INTO SOMETHING UNFORGETTABLE, ON-MESSAGE, AND LOGISTICALLY BULLETPROOF. THEY FEAR OFF-BRAND PARTNERS AND LOW-IMPACT EXPERIENCES. WHEELHOUSE OFFERS OEMS A TURNKEY, BRAND-ALIGNED TRANSFORMATION ENGINE, FROM CURRICULUM TO TRACKSIDE STORYTELLING. THIS BECOMES A MEASURABLE ASSET IN CUSTOMER LIFETIME VALUE, NPS, AND ADVOCACY.

# BRAND PROMISE

## CREATE A CONNECTION TO THE SOUL OF YOUR MACHINE.

## CATEGORY

OEMS ARE SEEKING IMMERSIVE LOYALTY TOOLS AND EXPERIENCES BEYOND DEALERSHIP SHOWROOMS.

## COMPANY

WHEELHOUSE DOESN'T JUST BUILD PROGRAMS, THEY BUILD BRAND CHAMPIONS.

## CULTURE

IN A CULTURE FLOODED WITH DIGITAL EXPERIENCES AND ABSTRACT SUCCESS, DRIVING A POWERFUL MACHINE WITH CONFIDENCE IS VISCERAL.

## CUSTOMER

PERFORMANCE DRIVERS DON'T JUST BUY A VEHICLE, THEY BUY A VERSION OF THEMSELVES.

## CHARACTER
MAGICIAN: WHEELHOUSE REVEALS WHAT'S POSSIBLE WITH PERFORMANCE VEHICLES.

## OPPORTUNITY
TRANSFORM OWNERSHIP INTO BRAND ADVOCACY.

## REASON TO BE
WE FOCUS ON THE RELATIONSHIP BETWEEN HUMANS AND THEIR MACHINE.

## EXPERIENCE OF THE CUSTOMER
AN ENVIRONMENT WHERE PEOPLE DISCOVER MORE ABOUT THEMSELVES THROUGH THEIR VEHICLES.

WHEELHOUSE REVEALS WHAT'S POSSIBLE IN AUTOMOTIVE PERFORMANCE BY TRANSFORMING OWNERSHIP INTO BRAND ADVOCACY. WE FOCUS ON THE RELATIONSHIP BETWEEN HUMANS AND THEIR MACHINES IN AN ENVIRONMENT WHERE PEOPLE DISCOVER MORE ABOUT THEMSELVES THROUGH THEIR VEHICLES.
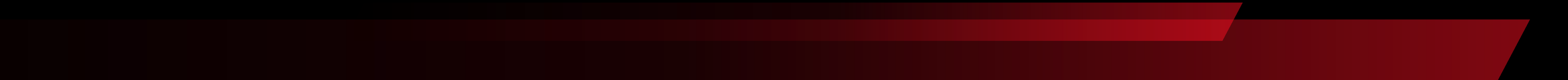
# AWAKEN THEIR DRIVE

# APPROVAL

# LET'S F***ING GO!!!