



# PLXR

## Automotive Product Launch Experience

A modern approach  
to vehicle launches



## Driving consideration, **engagement**, and sales to the next level.

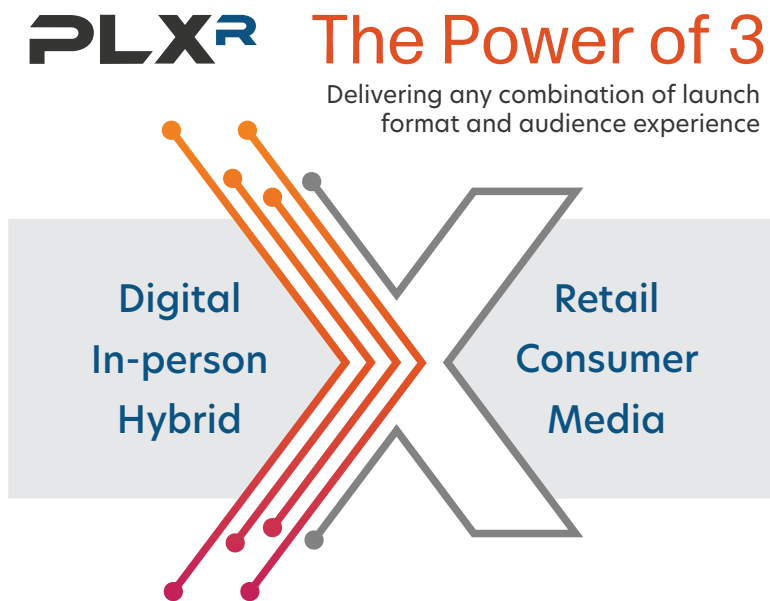
Accelerating industry change and continuing financial pressures make this the perfect time for a fresh approach to vehicle launches. What was traditionally a condensed, one-day event for a select few sales consultants—followed by disparate activations for members of the press and consumers—can now be a comprehensive, ongoing journey designed to maximize both product knowledge and launch budgets.

**GP Strategies® introduces Product Launch Experience: Reimagined (PLX®)**, a single holistic framework for relevant content and learning. This new approach offers dynamic events, efficient workshops, and hyper-personalized content designed to amplify messaging, create excitement, and drive sales success.



## One brand voice. Up to three audiences.

PLX<sup>®</sup> represents a cohesive approach with tailored experiences for the audiences most critical to new-product sales: the retail network, the press and lifestyle media, and in-market consumers. And because conditions and audience needs are variable, launch events are developed for the optimal balance between digital technology and the physical world.



### **Retail:** Deliver deeper insights and adaptive experiences.

Retail teams are engaged through multiple events, workshops, and micro-learning elements. Thoughtfully sized and timed content reflects the mindset and habits of the modern learner.

### **Media:** Promote broader awareness and greater consideration.

Press engagement is sustained through smart delivery of events and source materials in rich formats—bringing product, technology, and lifestyle stories to life in compelling ways.

### **Consumer:** Create stronger advocacy and data-driven opportunities.

Consumer audiences opt in for concentrated access to enthusiast narratives, receiving experiences and shareable media presented in line with their demonstrated behaviors and preferences.







## Centralized content. Exceptional prospects.

The GP Strategies approach can be configured to any combination of launch circumstances. PLX<sup>R</sup> bridges PR, marketing, and training departments to enable the sharing of content and costs across disciplines. GP Strategies' learning and content management platform enables personalized experiences—and a wealth of new AI-driven possibilities—to shape learning, media engagement and consumer activation.

Learning engagement and performance data is used to **personalize content and learning**.

Sales consultants can invite individual customers and prospects to experience relevant launch content and events, and **monitor engagement** to enable further personalization.

Consumers can **be directed to lower-funnel activities (LFAs)**—whether OEM, tier two, or tier three.

All online visitors can **share branded launch content** with their social networks.

Aggregated behaviors and preferences enable robust data science to inform real-time adjustments, **sustain and elevate engagement**.

# Accelerating Retail Performance and Sales

## Expert coaching. Collaborative workshops.

For retail teams, live in-person or virtual workshops introduce expert facilitators and professional drivers to small classes for dynamic and engaging activities, including:

- Hands-on technology review
- Up-close competitive discovery
- Virtual or in-person test drives

## Gamified learning. Performance management.

PLX<sup>®</sup> delivers personalized mobile challenges to apply learning and build critical thinking. Progress is tracked to serve up tailored content and enable rewards. National and regional leaderboards drive competition and motivate engagement.

## Share content. Create value—and excitement.

Product-knowledge content is built for easy consumption and fast reference. Participants can effortlessly share branded and personal content—including images, articles, and short videos—with their audiences, customers and networks through curated content pages.

# PLX<sup>R</sup>



## Take new-product sales to the next level.

PLX<sup>®</sup> is a unique, flexible economic framework for enabling retail sales behavior, elevating media engagement and consumer consideration—and ultimately, increasing sales. Contact GP Strategies today at [info@gpstrategies.com](mailto:info@gpstrategies.com) to learn more.



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