

Ron Carter - Rough Cut Ideas:

07/31/17

Copy: Jay Miutz

1. “It doesn’t get more American than Ron Carter”

Idea: Who is Ron Carter? What if we built a new character that combines the larger than life feel of the dealership itself with the ideas of quality American made automobiles.

- The only thing he loves more than the United States is amazing savings on cars from Ron Carter in Alvin
- Arm wrestling Abe Lincoln, spiking a football dropped by a bald eagle, eating a six-foot sub sandwich in the back of an extended cab Ram truck.

******Copy:**

Rock, flag and eagle Alvin, Texas because Ron Carter is throwing a touchdown pass to a golden retriever with some of the best savings you can find on a car lot. Why? Because we put a man on the moon, won two World Wars and Ron Carter has some of the top American made cars on the market. Purple mountain majesty and stellar savings – it doesn’t get more American than Ron Carter.

2. Don Carter “It’s Ron Carter, in Alvin”

Idea: Ron Carter is known for professionalism, service and quality – a modern dealership ...but Don Carter is the opposite. He wears a checked suit and oily hair, he’s a bit of a slime ball. Ron Carter is a name that means satisfaction; Don Carter is a name that mostly means distraction.

Copy:

“Hi I’m Jim of Ron Carter GM in Alvin.”

And I’m Don Carter, of Don Carter Dealership

At Ron Carter our amazing summer savings our heating up

At Don Carter we’re heating up too [Stands in front of a smoking car]

Ron Carter in Alvin is your go to for financing options on all new make and models

Don Carter has this years must haves as well [Taping over the year and writing ‘17]

When it comes to good deals, remember [cuts to Don spilling mustard and using his tie to wipe it off the car] – it’s RON CARTER...in Alvin.

3. All you have to do is go to Alvin

Idea: Why drive all over town looking for your next vehicle? All you have to do is go to Alvin, because Ron Carter is a one-stop shop for quality, comfort and savings. All the top brands under one roof – it’s a major selling point of the brand.

Copy:

[Couple packing a huge suitcase – neighbors standing by]

Neighbors: “Hey guys, going on a trip?”

Couple: “Nope, car shopping but we haven’t decided on a make or model so you know what that means...we’ll go to the Chrysler dealer downtown, then the GM lot across the highway then probably out to Dallas to see a few Jeeps”

Neighbor: “Whoa, guys, car shopping doesn’t need to be an all weekend event”

Couple: "Right, but we don't want to go to one of those mega resale lots"

Neighbor: "You don't have to; Ron Carter in Alvin has all the top brands and latest models, all under one roof."

Couple: "All the brands? Jeep, Chrysler?"

Neighbor: "Jeep, Chrysler, Dodge, RAM! It's all in Alvin."

4. Literal

Idea: People have very specific ideas of what they think car dealers are – how they act, dress, and speak. Most of them are stereotypes but when we think of a car dealer we tend to picture a fast-talking, greasy guy trying to schlep old SUVs. Ron Carter is different, literally – so we paint an image of those stereotypes not being allowed at Ron Carter in Alvin.

Copy:

Customer: Wow, thanks so much for your help today!

Dealer: No problem, any other questions?

Customer: Just one – what's the deal with that?

[Points outside the window at burlap sack full of sludge]

Dealer: Oh, right – at Ron Carter of Alvin, there's no scumbags.

Alt: At Ron Carter of Alvin, there's no sharks.

****Concept chosen by client*