“EMOTIONAL SUBSTANCE”
BRET GOLLIF
COLOR & TRIM MANAGER
GLOBAL CHEVROLET AT GENERAL MOTORS
[...so basically every chevrolet program but trucks]
WHAT DO I DO?
If form follows function, then color visualizes the function.
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91% of athletic shoes are never used for their intended purpose. So why are they important to the consumer?
SO WHY DOES THE CONSUMER NEED A CORVETTE?
EVERYTHING WE PLACE ON THE CORVETTE CONNECTS OUR CONSUMER BACK TO ITS REASON OF BEING, THE TRACK.
THE CONSUMER SEeks OUT THE PRODUCT

WHY?
NOBODY NEEDS THIS SHOE. IT SERVES ZERO FUNCTION TO THE SPORT OF BASKETBALL.

SO WHY IS IT VALUED SO MUCH?
LITERALLY, NOBODY NEEDS TO DRIVE LIKE THIS. IT DOES NOTHING TO GET US WHERE WE ARE GOING.

YET IT IS SO ENTICING, WHY?
ULTIMATELY WE ARE NOT SELLING COLOR, WE ARE SELLING AN EMOTIONAL EXPERIENCE.