

# gogoro<sup>TM</sup>

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Go-To-Market Campaign Overview

WIP 08.14.2014

Let's move forward...





...faster.

LET'S

GO

OUR FUTURE HAS TO BE SMARTER.  
RIGHT NOW IS OUR OPPORTUNITY TO MAKE IT HAPPEN.  
LET'S BE DARING AND BRAVE ENOUGH TO DO IT.

WE'RE GOGORO.

WE'RE DESIGNING CLEANER, SMARTER, FASTER SOLUTIONS.  
REDEFINING POWER, PUTTING IT IN THE HANDS OF EVERYONE.

WE'RE ALL IN THIS. WE CAN'T DO IT ALONE.  
LET'S PUT OUR ENERGY TOGETHER.

LET'S MOVE, RALLY, RIDE FORWARD – FASTER.  
LET'S HAVE SOME FUN. YOU READY?

LET'S GO



gogoro™

## **BRAND PLATFORM**

WHO WE ARE

### **MISSION**

Relentlessly pursue the innovation of accessible electric fuel and systems to make lives easier, more connected and more fun.

### **VISION**

Powering positive change for a better way forward.

### **POSITION**

Ultra-connected, high-performance scooters fueled by a game-changing electric power system.



**BRAND PLATFORM**

OUR PILLARS

CLEAN  
PROGRESSIVE  
ENERGIZED

***WE ARE FOCUSED,  
CLEAR & DIRECT.***

***WE ARE SMART, CREATIVE.  
INCLUSIVE & DEEPLY  
CONNECTED.***

***WE ARE INSPIRING,  
EXCITED & ACTIVE.***

# **GTM FRAMEWORK**

2014-2015

# GTM FRAMEWORK

## BRAND STRATEGY

### WHAT WE'RE DOING

For us to succeed and establish a foothold in the market, we're starting the initial cycle of our external communication to create awareness and affinity for Gogoro. We'll share who we are, what we make, and the experience we offer by utilizing Gogoro's brand platform, visual id and brand campaign.

### GOGORO VISION

Powering positive change for a better way forward.

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### GOGORO PROMISE

The most advanced, exciting & personalized riding experience.

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### GOGORO MESSAGE

LET'S GO

TOGETHER WE MOVE FORWARD FASTER

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# GTM FRAMEWORK

## PHASE OVERVIEW

**CORPORATE LAUNCH**  
VISION PHASE

OCT 2014      NOV 2014      DEC 2014

15 COMPANY PRESS ANNOUNCEMENT

# LET'S TAKE THE LEAP

**MESSAGE**

We're Gogoro. We've committed to take radical leaps forward that are needed to solve our collective energy challenges on a global scale. We're tech explorers and inventors designing smarter, faster solutions.

We're redefining power by putting it in the hands of everyone. You ready? Let's go.

**PRODUCT LAUNCH**  
INNOVATION PHASE

JAN 2015      FEB 2015      MAR 2015

6 CES 2014 TRADE SHOW      TBD TAIPEI PRESS ANNOUNCEMENT

# LET'S RIDE SMARTER

**MESSAGE**

The Gogoro scooter's unparalleled connected riding experience sets new standards for electric power performance, handling, safety and service for urban riders.

We reimagined, refined and obsessed over every detail so that innovative design and engineering works to take all of us forward, faster.

It's today's thrill ride for a better tomorrow. It's going to be so much fun. You ready? Let's go.

**COMMERCIAL LAUNCH**  
EXPERIENCE PHASE

MAR 2015      APR 2015      MAY 2015      JUN 2015

15 RETAIL GRAND OPENING      15 FIRST DELIVERIES

# LET'S START NOW

**MESSAGE**

The power is in our hands. Its faster, smarter, easier and for all of us. So what are we waiting for?

Let's move, rally and ride.

Now is our time to make a positive change for a better way forward. We're ready. Let's go.

# CORPORATE LAUNCH

GOGORO VISION PHASE

## CORPORATE LAUNCH

### STRATEGIC OVERVIEW

#### **WHAT WE'RE DOING**

We're introducing Gogoro to the world as a start-up innovating electric fuel systems, so smart power is accessible to everyone. We'll share our spirit and who we are to generate excitement for the product reveal and commercial brand experiences to come.

#### **MARKETING OBJECTIVES**

- Establish our position as energy innovators
- Gain global awareness of our company.
- Create excitement and anticipation for what we'll do next.
- Establish our brand's online presence
- Share our story, vision, purpose and passion.
- Validate our credibility by highlighting our people.

#### **TARGET AUDIENCE**

- Global Investors
- Global Energy Industry & Trade
- Global Business & Innovation Media

# CORPORATE LAUNCH

## ACTIVATION OVERVIEW

During this phase we'll be focusing on introducing the company and our vision to the global media. We will NOT be directly referencing our products or services.

### KEY DATES

- Global Company Press Announcement **10.15.15**
- Corporate Website Launch **10.15.15**
- Press & Media Retreat **TBD**

### ACTIVATIONS

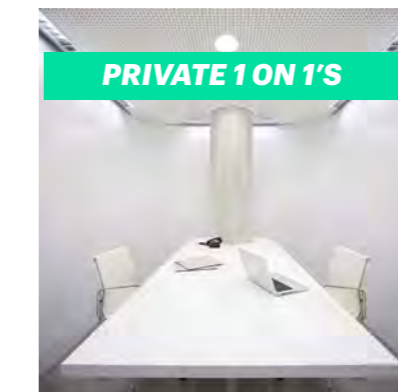
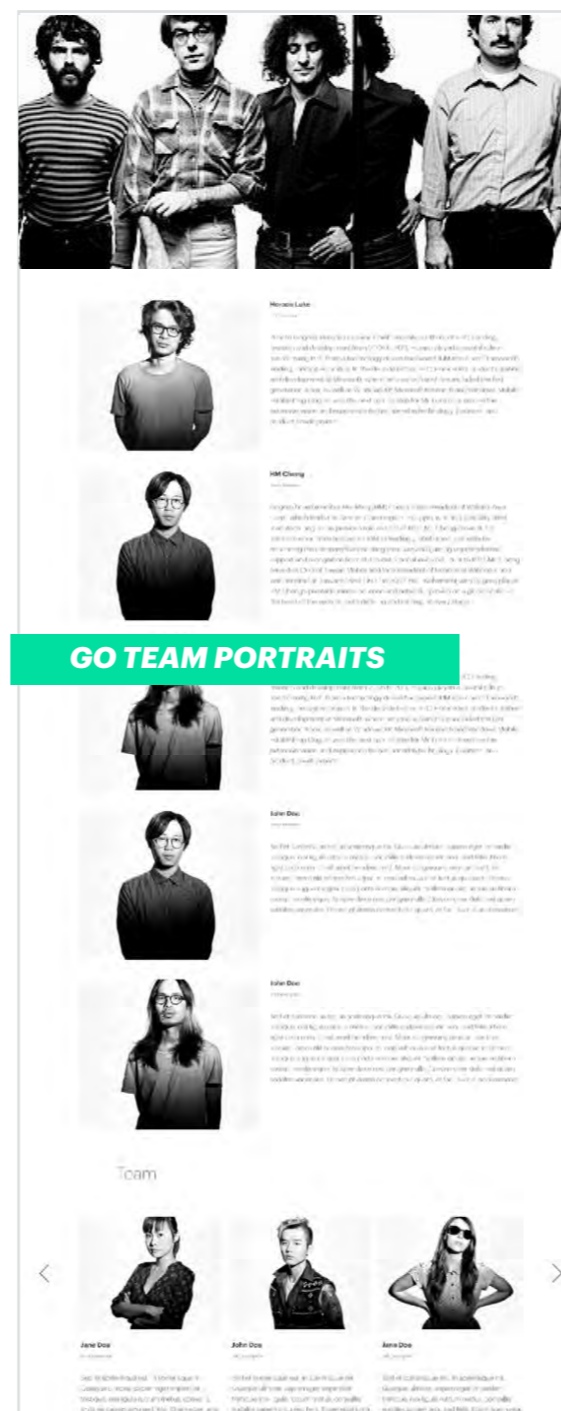
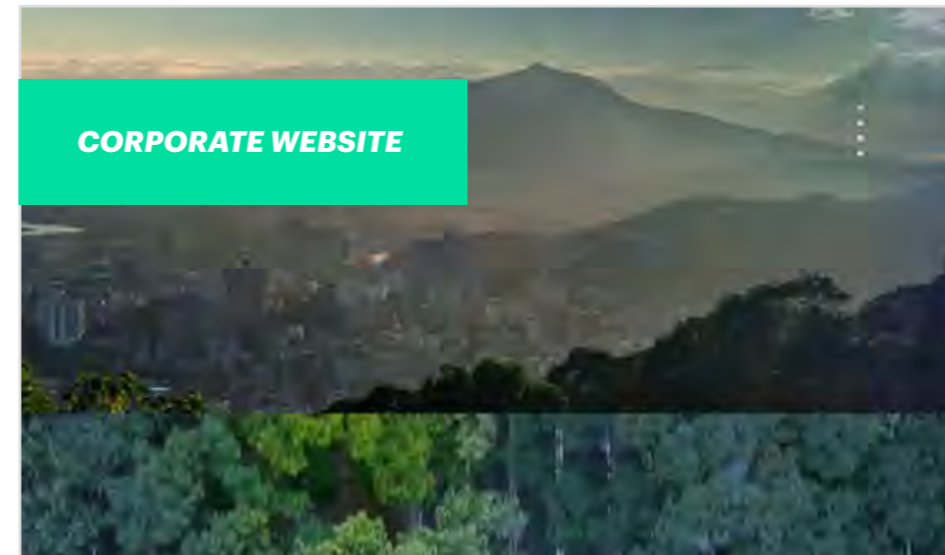
- Investor & Partner Private Meetings
- Global Company Press Announcement
- Corporate Website Phase 1 of [gogoro.com](http://gogoro.com)
- Press & Media Retreat
- Google Adwords & Search Tags

### OWNED & EARNED TOUCH POINTS

- Private Meetings
- Press Release & PR Coverage
- [gogoro.com](http://gogoro.com)

### CONTENT

- New Day Video
- New Day Photography
- Management team portraits
- About Gogoro & FAQs
- Management Bios
- Media Kit & Press Release
- Presentation Content



# CORPORATE LAUNCH

## CREATIVE INTENT

Our visual communications will focus the world today and possibilities it bring with each new day. We'll introduce the passion and innovation that drives Gogoro with authentic and dynamic visuals and share the high-level reason for being Gogoro.

### Messaging Priorities

- Powering positive change for a better way forward.
- Who is Gogoro?

### New Day Vision Video & Vignettes

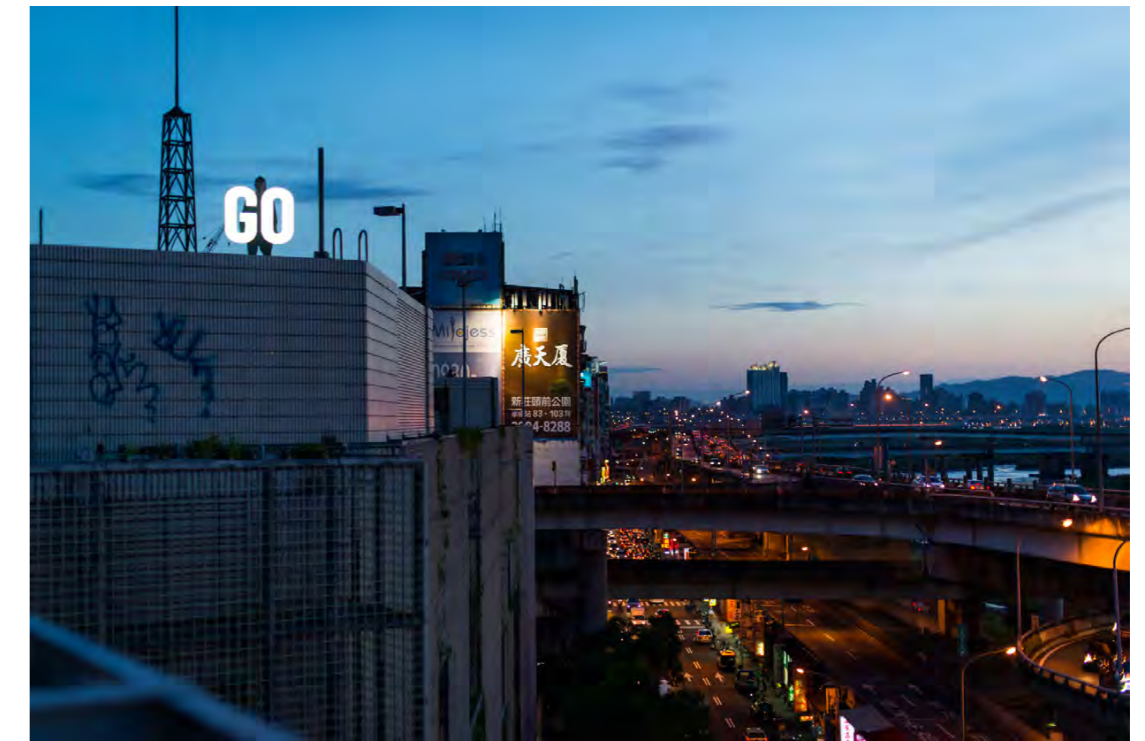
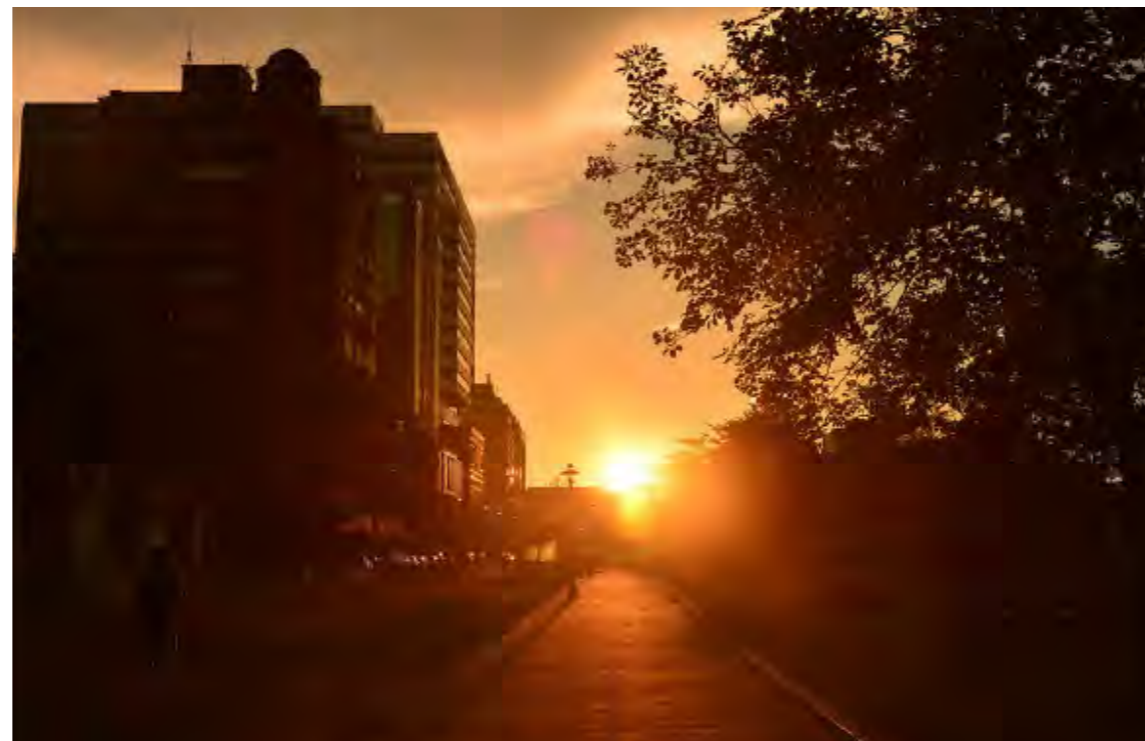
- Dawn
- World from above
- The streets we live in
- Megacity commuters

### Team Portraits

- Iconic Innovators
- Dynamic Thinkers
- Individuals working together

### Archival Photography

- In the making
- Behind the scenes





# PRODUCT LAUNCH

GOGORO INNOVATION PHASE

# PRODUCT LAUNCH

## STRATEGIC OVERVIEW

### **WHAT WE'RE DOING**

We're revealing the Gogoro smart scooter and energy platform on the global stage as the new standard of performance, technology and design for how we move today.

We'll show how it's more advanced in every way and how every detail has been re-imagined, providing a truly innovative ride that's a thrill, and accessible to everyone.

### **MARKETING OBJECTIVES**

- Create contrast and disruption in the electric vehicle markets.
- Demonstrate that Gogoro solved what others couldn't.
- Build affinity for the brand and product with press, influencers and early adopters.
- Drive comparison and reviews.
- Share the reality of the thrill of the Gogoro ride.
- Share the innovation and design story of the scooter.
- Drive a need for consumers to ride it for themselves.'
- Prime the pump creating anticipation and excitement for the commercial launch.

### **TARGET AUDIENCE**

- Global Industry & Trade
- Global Business Media
- Global Tech & Transportation Media
- Global Riding Influencers & Enthusiasts
- Taipei Media
- Taipei Early Adopters & Influencers

# PRODUCT LAUNCH

## ACTIVATION OVERVIEW

Focus on our innovation and the product experience.

### KEY DATES

- CES 2015 Trade Show **01.06.15**
- Meet Gogoro Website Launch **01.04.15**
- Gogoro Social Launch **01.04.15**
- Taipei Media Announcement **prior 02.19.15**

### ACTIVATIONS

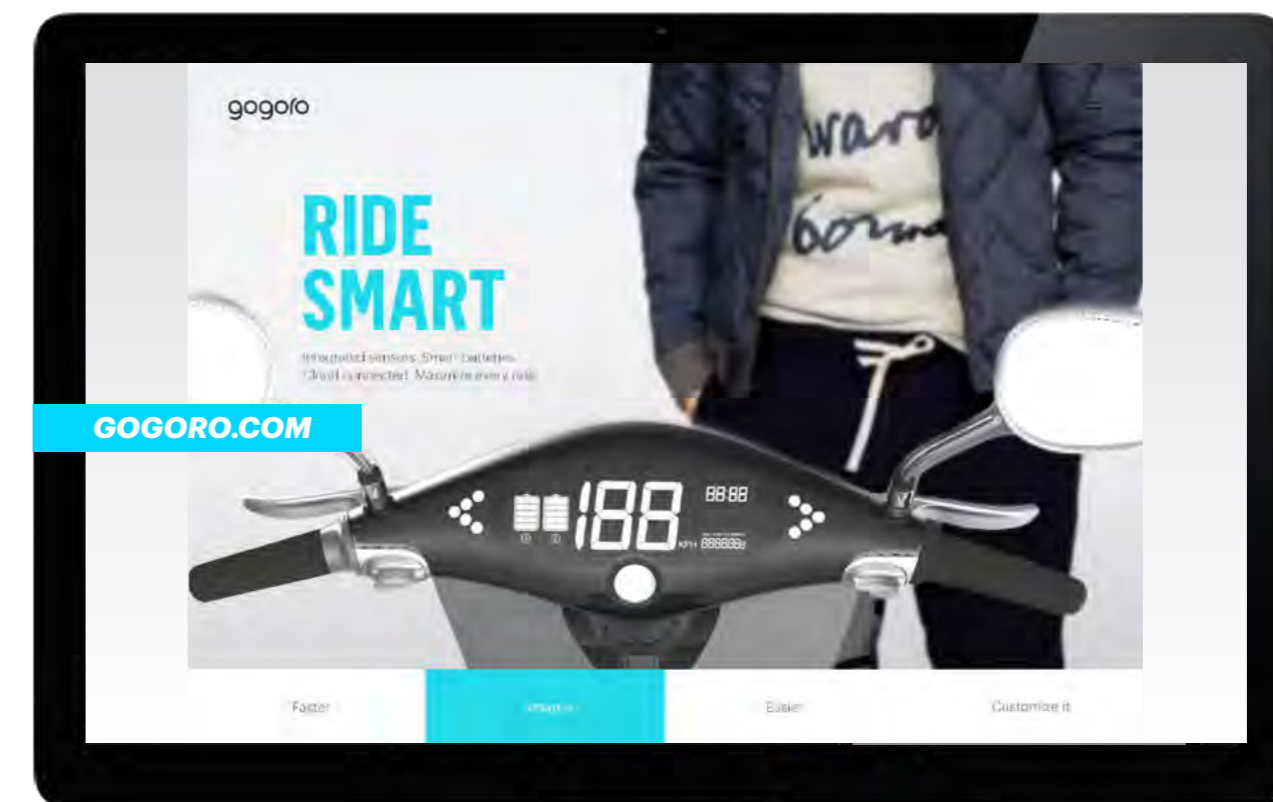
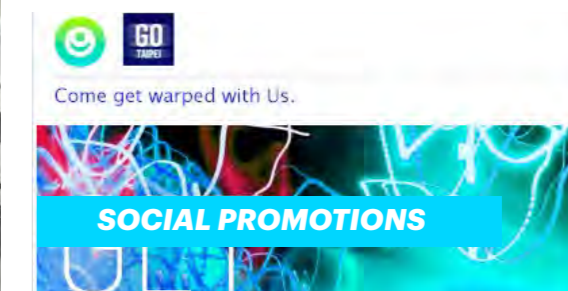
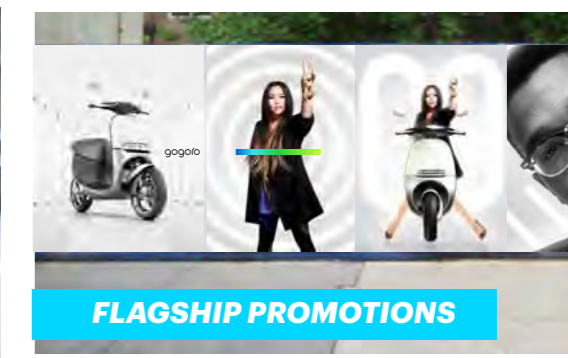
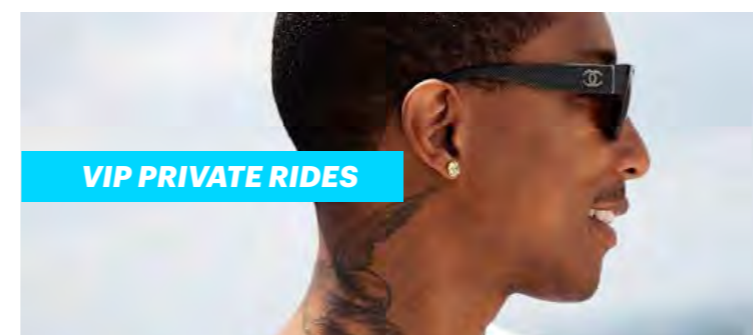
- CES 2015 Trade Show – Las Vegas  
*Panasonic Keynote Presentation, Gogoro Booth, Private Suites & VIP Test Rides*
- Meet Gogoro: Primary Launch of gogoro.com
- Gogoro Social Launch
- Taipei Media Announcement
- VM Construction
- Gogoro.com & Gogoro Social Promotions
- Test Ride Events & Promotions
- Flagship Grand Opening Promotions

### OWNED & EARNED TOUCH POINTS

- CES 2015 Activations
- Media Coverage & Reviews
- Gogoro.com
- Gogoro Social Network
- Test Ride Events
- VM Wraps & Screens

### CONTENT

- Meet Gogoro - Faster, Smarter, Easier & Individualized
- Extreme Videos & Video Vignettes
- Clean Hero Video Vignettes & Photography
- Evergreen Product Renders, Graphics & Animations
- Evergreen Brand Visual Identity
- Promotional Gogoro.com & Gogoro Social Content & Advertising
- Promotional Test Ride Content & Advertising
- Promotional Grand Opening Materials & Advertising



# PRODUCT LAUNCH

## CREATIVE INTENT

During this phase we'll focus on the product, riding experience, innovative, performance, design, smart systems and engineering. We'll showcase and prove we're advanced in every way.

### Product Messaging Priorities

- Total Control
- Total Freedom
- Responsive Power
- Control & Comfort
- Smart Systems
- Essential Design
- Adapts To You

### Extreme Video & Vignettes

- Extreme Fun
- Power, Speed & Control
- Durability & Waterproof

### Clean Hero Vignettes & Action

- Acceleration & Power
- Extreme Agility & Control
- Smart & Connected Tech
- Smart LED, Sound & Intelligence
- Suspension, Balance, Lean
- Fast, Easy & Everywhere Power
- Swap and Go Power
- Personalization
- Smart Chassis & Modular Design

### Clean Scooter Photography

- Dynamic Angles
- Clean Orthographic views
- Components & Details
- Premium Material Finishes

### Info Renders & Graphics

- Compact Integrated Engineering
- Aluminum Unibody Construction
- Suspension Systems
- Electric Power train & motor
- Connected Ride & Cloud
- Panoramic LED Display
- Sound & Light Design



# COMMERCIAL LAUNCH

**GOGORO EXPERIENCE PHASE**

# COMMERCIAL LAUNCH

## STRATEGIC OVERVIEW

### **WHAT WE'RE DOING**

We're opening our doors! Gogoro is here and available now! We'll drive and compel consumers to move, rally, and ride forward – faster than they ever thought possible. We'll inspire them to connect to our energy platform so all of us can have smarter, easier and cleaner tomorrow. You ready? Let's go have some fun.

### **MARKETING OBJECTIVES**

- Create a massive disruption in the Taiwanese scooter marketplace
- Maximize Gogoro brand awareness and build mass affinity
- Drive Taipei consumers to our retail and digital destinations
- Make it easy for every Taipei consumer to take a test ride
- Generate a fad for riding enthusiasts in our core markets
- Engage and control the Taiwanese press
- Drive Pre-Order & Celebrate Delivery
- Activate the community

### **TARGET AUDIENCE**

- Everyone
- Taipei Consumers
- Taipei Industry, Businesses & Trade
- Taipei Media

# COMMERCIAL LAUNCH

## ACTIVATION OVERVIEW

### KEY DATES

- Taipei Media Announcement **prior 02.19.15**
- Flagship Grand Opening **03.15.15**
- Gogoro First Deliveries **06.15.15**

### ACTIVATIONS

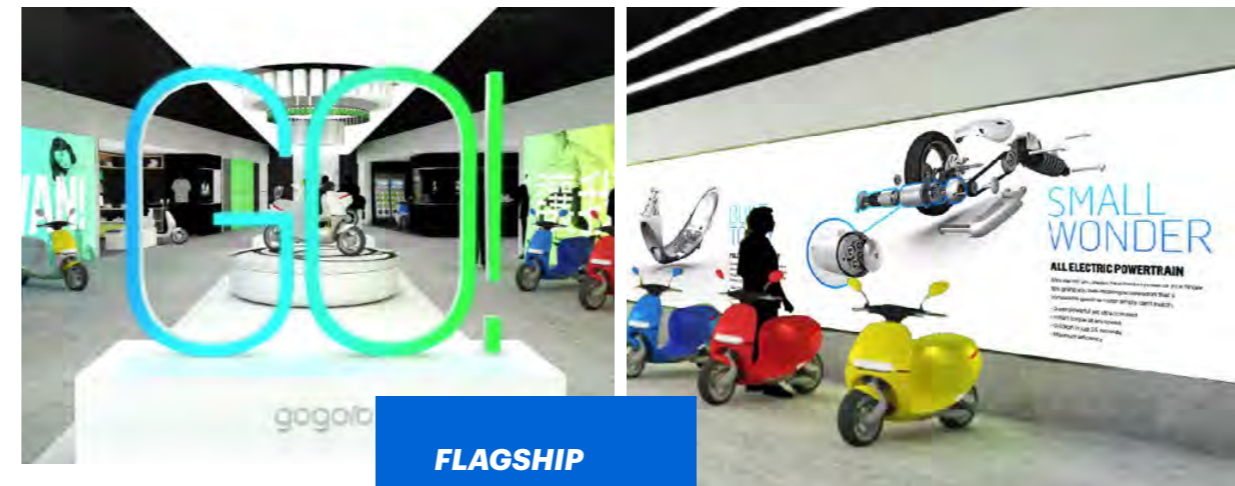
- Taipei Media Announcement
- Gogoro.com Pre-Order Promotions
- Test Ride Promotions
- Flagship Grand Opening Promotions
- Flagship Grand Opening & Transmedia Event
- VM Reveal & Beta Testing
- Beta Rider Community Events & Demonstrations
- Custom Scooter Pre-Order Roll Out
- Gogoro Store Roll Out

### OWNED & EARNED TOUCH POINTS

- Media Coverage & Reviews
- Flagship Retail Experience
- Events
- Gogoro.com
- Gogoro Social Pages
- VM Screens
- My Gogoro App

### CONTENT

- Landmark OOH
- New Day Anthem Video
- Innovation & Factory Videos
- Beta Rider Social Content
- Gogoro Social Content



**FLAGSHIP  
RETAIL  
EXPERIENCE**

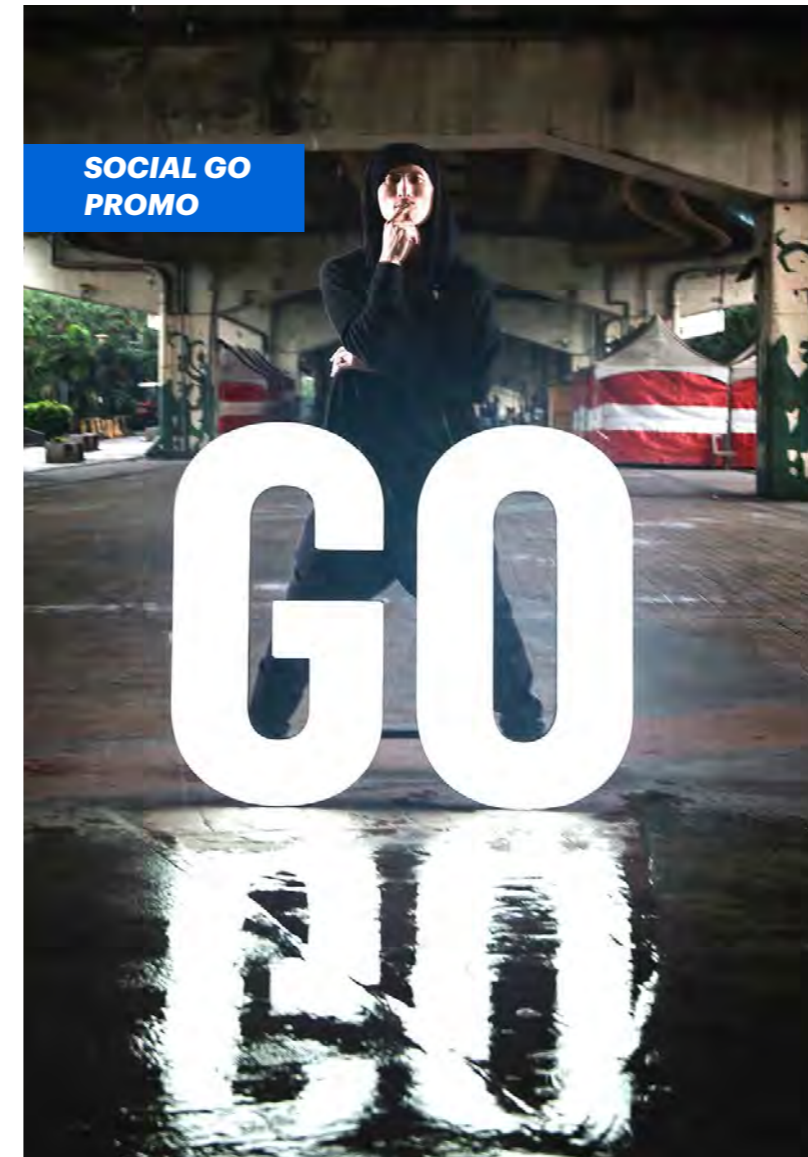
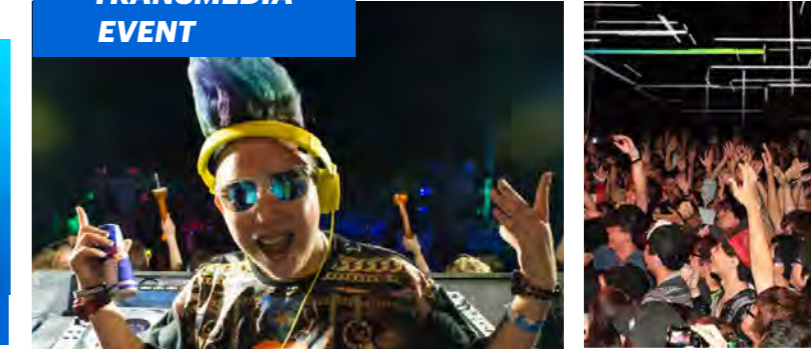


**TRANSMEDIA  
EVENT**

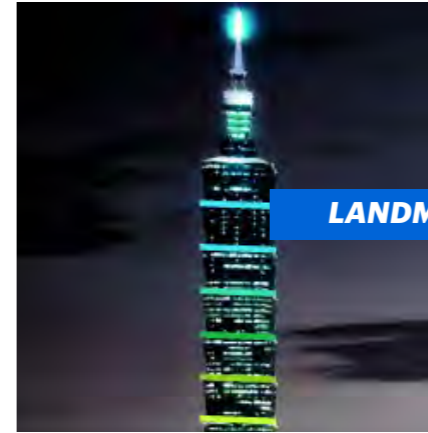


**GOGORO STORE  
GRAND OPENING  
IS NEAR HERE  
TOMORROW.**

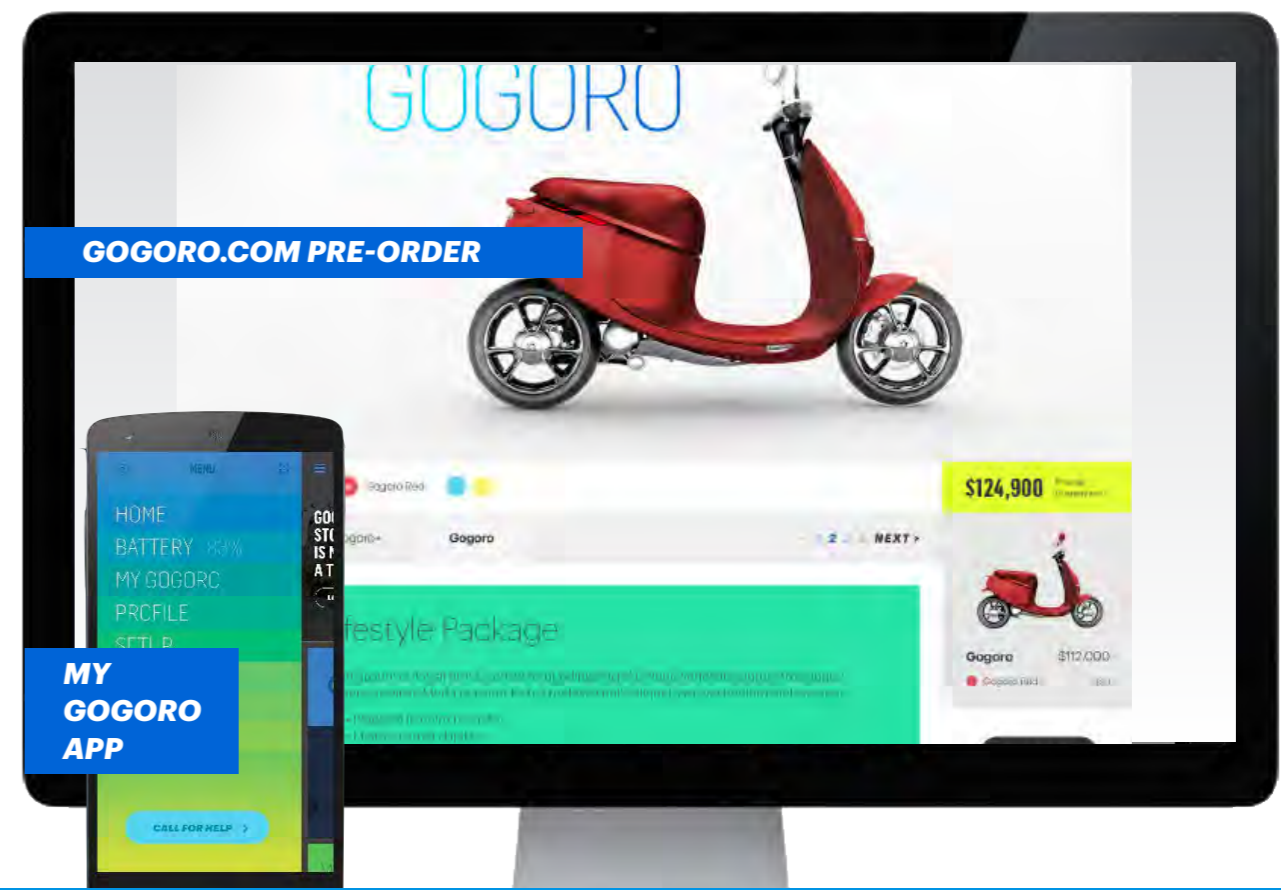
**VM SCREENS**



**SOCIAL GO  
PROMO**



**LANDMARK OOH**



**GOGORO.COM PRE-ORDER**

**MY  
GOGORO  
APP**

# COMMERCIAL LAUNCH

## CREATIVE INTENT

During this phase we'll focus on empowering and inviting people to move forward together on a ride like no other. Here we'll combine the story of the brand, our design innovation and product performance, as well as showcase the lifestyle and culture of Gogoro riders.

### Product Messaging Priorities

- A Ride Like No Other
- Total Control
- Total Freedom
- All You Can Ride
- Durable & Reliable
- Service & Support

### New Day Anthem Video & Vignettes

- New Day
- Better Together
- Smarter Faster
- More you
- Let's Go - features

### Retail Ambient Video & Vignettes

- New Day Vision
- Extreme Fun
- Smarter Faster
- Easy & Everywhere

### Innovation & Factory Videos

- Dynamic Engineering at Work
- Clean Thinking & Settings
- Human Innovation & Imagination

### LET'S GO Lifestyle Content

- In the world & On the Street
- Moving Together
- Power of Creativity
- Let's Go Mashup

### We're Always

CLEAN  
PROGRESSIVE  
ENERGIZED





# GO-TO-MARKET CALENDAR

WIP 2014-2015

Gogoro team please update.

# WIP CALENDAR AS OF JUNE 6TH

CORPORATE ANNOUNCE 9/30

CES

TAIWAN GOGORO REVEAL

FLAGSHIP OPENING

PERCEIVED OWNERS	AUG 2014	SEPT 2014	OCT 2014	NOV 2014	DEC 2014	JAN 2015	FEB 2015	MAR 2015	APR 2015	MAY 2015	JUN 2015		
<b>EVENTS &amp; EXPERIENCES</b> SEBASTIAN / JASON			GO TAIPEI COMM. EVENT	GO TAIPEI COMM. EVENT	GO TAIPEI COMM. EVENT	CES	TW MEDIA LIVE	TW VIP + MEDIA RIDES	CN NW YR 19	GRND OPENING EVENT	SPR. SCRM 3456	RIDING DEMOS	FIRST DELIVERY EVENT
<b>PR &amp; PRESS EARNED MEDIA</b> JASON	HORACE GLOBAL 1:1's	GLOBAL CORP ANNOUNCE		HORACE GLOBAL INTERVIEWS	MEDIA RETREAT	CES VIP RIDES	MEET & GREET + PRIVATE RIDES & DEMOS	GRND OPEN MEDIA BLITZ	VIP RIDER SESSIONS	DRIVE GLOBAL REVIEWS	FIRST DELIVERY MEDIA BLITZ		
<b>SOCIAL OWNED &amp; EARNED MEDIA</b> SEBASTIAN / YANG	GO TAIPEI TAGS APPEAR		GOGORO TAGS APPEAR			GOGORO SOCIAL LAUNCH	GRND OPEN PROMOS	EVENT LIVE FEED	FRIENDS & CUSTOM PROMO	FRIENDS & CUSTOM PROMO	FRIENDS FIRST PROMO	FIRST DELIVERY COVERAGE	FIRST DELIVERY COVERAGE
	GO TAIPEI FACEBOOK LAUNCH						COUNTDOWN	FIRST RIDERS - PROMO	MOBILE01/ BLOG FEATURES	BETA RIDER PROFILE FEATURE	FIRST DELIVERY COVERAGE	FIRST DELIVERY COVERAGE	FIRST DELIVERY COVERAGE
	GO TAIPEI MOBILE01 COVERAGE						WARP DRIVE PROMO	FIRST REVIEWS			FIRST DELIVERY REVIEWS	FIRST DELIVERY REVIEWS	FIRST DELIVERY REVIEWS
<b>DIGITAL OWNED MEDIA</b> SEBASTIAN / YANG / JEFFERY / CINCO		GOGORO.COM: CORPORATE LAUNCH 9/1				GOGORO.COM: MEET GOGORO LAUNCH 1/1	GOGORO.COM: COUNTDOWN	GOGORO.COM: PRE-ORDER LAUNCH					GOGORO.COM: CUSTOMIZE LAUNCH
			GO TAIPEI APP LAUNCH				BETA: MY GOGORO APP	URBAN INTERACTIVES				GOTAIPEI APP 2.0	
								LIVE: MY GOGORO APP					
<b>ADVERTISING PAID MEDIA</b> SEBASTIAN / MING-I		GO TAIPEI MOBILE & SOCIAL ADS											
		GOOGLE KEY & AD WORDS											
				GO TAIPEI Street Ads		GO TAIPEI Street Ads	GO TAIPEI Street Ads	GO TAIPEI Street Ads	GO TAIPEI Street Ads	GO TAIPEI Street Ads	GO TAIPEI CAMPUS Ads	GO TAIPEI Street Ads	GO TAIPEI Street Ads
								LANDMARK OOH	LANDMARK OOH	LANDMARK OOH	LANDMARK OOH	LANDMARK OOH	LANDMARK OOH
<b>VIDEOS HERO BRAND CONTENT</b> SEBASTIAN / BEN / CINCO		VISION VIDEO			TEASER / SNEEK PEAK VIDEO	EXTREME MIX VIDEO (CES)	GO! VID 1	GO! VID 2	GO! VID 3	GO! VID 4	WARP DRV VID	24hr TW VID	PERF PRODUCT VIDEO
						CLEAN PRODUCT VIDEOS (CES & .COM)	EXTRM 1	EXTRM 2	EXTRM 3	EXTRM TPEI			
						VISION MIX VIDEO (CES)	CLEAN PRODUCT VIDEOS (RETAIL)				FACTORY VID		
							NEW DAY - WAKING UP VIDEO (MEDIA+BROADCAST+.COM)						
<b>VM OWNED MEDIA</b> SEBASTIAN / MING-I			GO! VM WRAPS 1	GO! VM WRAPS 2	GO! VM WRAPS 3	GO! VM GGR REVEAL							GO! STATIONS OPEN
							GO! STATIONS BETA	GRND OPEN PROMO (SCREEN)	GRND OPEN PROMO (SCREEN)	TEST RIDE PROMO (SCREEN)			
<b>RETAIL OWNED MEDIA</b> SEBASTIAN / MING-I / CINCO		RETAIL LAB OPEN					CONSTRUCTION WRAP	CONSTRUCTION WRAP	FLAGSHIP OPEN				GOGORO CENTER OPEN
													GOGORO STORE OPEN
<b>INTERNAL</b>				EMPLOYEE TRAINING			BETA RIDER TRAINING	BETA RIDERS GO PUBLIC					
							EMPLOYEE WAVE 1		EMPLOYEE WAVE 2				

