

# Gm hy-wire marketing communications essay examples

[Business](#), [Marketing](#)



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## Publicity

This method of marketing aims at managing the perception of the public towards the new car model which is yet to be introduced and it is basically done by the publicists who positively influence people's mind. The GM has successfully used this method to make people aware of the future car models in the market. For instance, the GM uses publicists to demonstrate on how the Hy-Wire is driven and its efficiency in terms of its usage. The publicists reported that the car uses hydrogen power to run as well as driven-by-wire systems and thus electronically controlled. In addition, the car has a power system together with a single electrical motor which is built inside a skateboard configuration and this lowers its center of gravity. The storage systems for energy and propulsion are also located inside the skateboard while the passengers' compartment can freely be arranged by the designers. This indeed creates a positive perception to the public ("General Motors Hy-Wire" n. pag).

## **Branding**

This communication method is the term, name, symbol or design that distinguishes a seller's product from the rest of others and thus attracting future potential customers. The GM has established the brand of its new product through the naming of its product. For example, the name 'Hy-Wire' means Hydrogen Drive-by-Wire and thus this distinguishes it from the rest of the car models. Though GM is a brand of itself, it has impacted the entire global market by its new product which was named by children.

## **Promotion through Social Media**

This is another form of marketing communication whereby the GM uses social media to make potential customers aware of the new product to be introduced into the market later. These social Medias include the You Tube and Live Leak BBC news. Theses Medias are used to reach out the global market to promote the sale of its highly innovative GM Hy-Wire. The purpose of using these channels is to demonstrate through visualization how the car outperforms the other car models and as a result creating a long lasting image in the minds of the global customers. The buyers would therefore, be allowed to experience emotions with this new brand of product through this marketing experiential. This would make them to purchase more of the product once it is being introduced into the market.

## **Advertising**

This is a type of communication that has been used by GM to convince or encourage the customers in the market to start anticipating for the new product that is coming to the market. For instance, the GM announces that

the process is underway to develop the new car model. To meet its goal, the GM has put in place various specialists in its fuel-cell team and they include software specialists, chemists, electrical engineers and physicists and they all participate in the development of hydrogen storage and fuel cell. In its advertisement, the GM concept car has neither the acceleration nor the brake pedals and instead, the steering wheel contains all these car controlling mechanisms. The steering wheel appears similar to the wheel of an airplane and it also contains a television monitors mounted inside it. These monitors serve as the side mirrors of the Hy-Wire car model (“ GM Hy-Wire” n. pag).

## **Branding Language**

This is where the GM uses phrases or words in describing its new product to ensure connection of specific ideas or phrases to that particular product they intend to introduce. For example, the name of the GM’s concept car model is named ‘ GM Hy-Wire’ which is a clear indication that it is a product from the General Motors. This method is also part of the verbal brand identity which involves the naming of the corporation as well as the product together.

## **Works cited**

General Motors: Hy-Wire Global Teamwork. Automotive Intelligence, 1998. Web. 11th November 2012.

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