

## Celebrity Motor Car

### Problem

How can Celebrity Motor Car garner traffic on its website and in stores?

### Solution

By using out of home creative to reach the maximum amount of consumers.

### Background

Celebrity Motor Car is a New Jersey-based luxury auto group owning multiple dealerships selling high-end brands such as Mercedes, Maserati, BMW, Lexus and Alfa Romeo. The auto group's challenge was to increase web traffic to CelebrityMotorCar.com. Having consumers visit their main website allows them to view other brands associated with the auto group as well as different service and financing opportunities.

### Objective

Celebrity Motor Car was looking for an impactful way to reach luxury car buyers by raising awareness and driving them to visit their website. Out of home was the only logical way to provide the largest reach and impact to generate the results they were looking for. Celebrity Motor Car had not used any source of advertising; therefore, billboards were the only advertising platform used to promote their brand.

### Strategy

The strategy was to use a mix of proximity and demographic targeting, which included multiple formats strategically located near their dealership locations throughout northern New Jersey as well as areas that highly concentrate a demographic audience of household-income of \$100K+. Celebrity Motor Car's outdoor media buy consisted of 30 billboards that included digital bulletins, bulletins and posters. The creative design was also a great part of the planning as their goal was to show a "luxurious" and "red-carpet" element, in addition to their website being the prominent message. The campaign was scheduled to run for eight weeks to provide enough time to optimize and see results.

### Plan Details

Markets: New Jersey

Flight Dates: April 2018 - June 2018

OOH Formats Used: Digitals Bulletins, Bulletins, and Posters

Target Audience: Adults w/ HHI \$100K



## Results

After launching 30 billboards, organic search traffic increased by 44 percent during the 8-week out of home campaign when compared to last year, resulting in a lift of customer visitation to their main website.

