

Rick Weaver Buick GMC

Problem

How does Rick Weaver Buick show they are the same business with a transition of leadership?

Solution

By incorporating the new face of the dealership in the creative.

Background

A local, family owned auto dealership was going through a transition of leadership, from the son of the owner to the daughter of the owner. They were looking to assure the auto buyer that they are still the same Rick Weaver Buick GMC dealership that has been in Erie for 37 years. They also added a collision and service department they wanted to showcase. We wanted to show Beth, the new general manager, that pulling dollars from other media for billboard advertising would be a success, as she has never used out of home advertising in the past.

Objective

The main objective was to rebrand Rick Weaver Buick GMC under the new leadership of Beth Weaver, daughter of the owner, who has stepped in to run the family business, an industry predominantly run by men. They wanted to reassure and reaffirm to the community that the dealership is as it's always been. Also, to reintroduce all the services offered by the dealership.

Strategy

The strategy was to put the face of the new general manager on locations throughout all communities surrounding the dealership to make the public aware they are still the same business with sales and services for all auto needs and that they are one of the top Buick GMC dealers in the tri-state area.

Plan Details

Markets: Erie, Erie County, Crawford, Venango

Flight Dates: August 2018 - September 2018

OOH Formats: 20 poster, 2 rotary posters

Budget: \$10,000 and over

Target Audience: Adult 18-64 / \$50,000 - \$79,999 HHI

Impressions: Poster blast - 514,853 average of 20 panels Reach 68.09 / Frequency 9.25, Rotary - 70,125 average of 2 panels Reach 84.37 / Frequency 47.7



Results

In a follow up meeting to discuss the renewal of the current program and review results, Beth said they had one of the highest selling tire seasons ever. She also indicated that the auto industry has an ROI rating system, which tells them what their total yearly sales should be based on their advertising dollars for the year. She shared they met that number for the first time in years. She is looking to increase her out of home billboard advertising program for 2019!

