

Southern California Chevy Dealer Association

Problem

How does a dealership keep above the auto marketing fray?

Solution

By maintaining low cost continual advertising.

Background

The Southern California Chevy Dealer Association is in a highly competitive marketplace, with many challenges both from a marketing and media perspective. Standing above the fray and being top of mind is a constant challenge as well as finding inventory that yields sizable numbers can be both expensive and hard to find in broadcast radio or TV. Media "points" are very difficult to come by and category exclusivity is virtually non-existent in this vertical.



Objective

Objective is to consistently maintain a presence to reach both general market and Hispanic auto intenders in the market above and beyond their digital media efforts. Also to maximize market visibility by working together with other media platforms.

Strategy

We provided a program to specifically address their ability to effectively and efficiently reach the marketplace. The program was set up to provide year long coverage beyond the traditional tent pole sales events to maintain a consistent presence in the marketplace. Our program provided ample coverage that overshadowed the competitor's OOH efforts and was designed to be an efficient option that reached both the general and Hispanic markets.

Plan Details

Market: Las Angeles, California

Flight Dates 1/1-12/31/2017 Units: billboards, premiere panels, digital billboards. Five heavy up flights during tent pole event sales (Presidents, Memorial, 4th of July, Labor, Black Friday/End of year) and seven flights in between to maintain presence and top of mind awareness. Printed (billboards and premiere panels) and digital billboards utilized on a year-long basis.

Results

The program yielded roughly 250,000,000-300,00,000; 18+ impressions (Geopath). With the addition of OOH, the client has been able to maintain their #1 position with the Silverado pick-up truck. We had a strong presence utilizing 50-100 units in the marketplace and both the client and agency commented on how it helped them maintain awareness and achieve their end of the year goals. In 2017, the LA association maintained and/or grew their year to year comps every month.