

Chevrolet of Troy

Background

After a Chevrolet dealership bought a new location in Ohio, they changed its name to Chevrolet of Troy. The new name would emphasize Chevrolet's dedication to providing premier customer service, which made this location the number one Chevy dealership in the area. To make a splash with the rebrand and generate sales, Chevrolet of Troy pursued an OOH campaign.

Objective

Increase In-Store, Promotional, or Special Event Sales.
Build brand awareness with the rebrand and increase sales.

Strategy

To garner viewers' attention, Chevrolet of Troy placed billboards in high-traffic areas. The dealership made the strategic decision to also place billboards near other Chevrolet dealerships in the Dayton, Ohio market.

Plan Details

Market: Dayton, Ohio

Flight Dates: 07/2022 - 12/2022

OOH Formats: Billboards, Posters, Digital Bulletins, and Digital Posters

Target Campaign Impressions: 210,000 per week

Target Campaign Reach: 47%

Target Campaign Frequency: 6.16

Budget: \$10,000 or larger

Results

Chevrolet of Troy's OOH campaign generated significant results. Not only did the dealership boost sales by more than 50%, they also sold more Chevrolets than any other Chevrolet dealership in the Dayton Market. The dealership also reached a big milestone by achieving a new personal record of 250 sales for the month. Chevrolet of Troy's website experienced a 35% increase in traffic.

