

Brighton Ford

Problem

How does a dealership gain customers in surrounding markets?

Solution

By creating an expanded billboard campaign that extends beyond its historical geographic market.

Background

Brighton Ford had always been a steady advertiser on one unit near its property. The planning team presented more options to increase penetration beyond their existing market and the dealership understood the value of the recommendation.

Objective

Increase market share through an expanded billboard campaign within a surrounding 20-mile radius.



Strategy

Expand bulletin coverage with an additional unit north of the store on US-23, south of the store on US-23, west of the store on I-96, and west of the store on M-59. Let potential customers know that Brighton Ford is in close proximity using these tag lines:

- "Easiest Car Buying Experience ever Just 12 Minutes Away"
- "Easiest Car Buying Experience ever Just 17 Minutes Away"
- "Your Best Deal is in Brighton"
- "Your Best Car Deal is Right Here"
- "Your Easiest Car Buying Experience is 9 Minutes Behind You!"

Plan Details

Markets: Ypsilanti, MI

Flight Dates/OOH Formats:

- 10 Bulletins
- Flight: April 11 - December 4, 2016
- Total Weekly Impressions: 1,382,794
- Weekly cumulative reach: 5.83 percent
- Weekly cumulative frequency: 4.3

Budget: \$10,000 and over

Results

Brighton Ford's only change in its media strategy from the prior year was increasing its OOH. After launching this campaign, its sales increased year over year by 10 percent, and the campaign also won a Gold Addy for best design. This is a 3rd generation

legacy dealer that has been in the market for 50 years; 10 percent growth in one year is phenomenal.