

Ron Swatty's Lexus and Toyota Dealerships

Problem

How does a car dealership build awareness and a firm customer base in an already over-saturated market?

Solution

Use billboards to build brand awareness and direct traffic to the dealership.

Background

Through his campaigns for both his Lexus and his Toyota dealerships, Ron Swatty is a firm believer in the power of outdoor advertising. It was crucial for the dealerships to create brand awareness quickly and to distinguish themselves from others.

Objective

The objective for both dealerships was two-tiered and included the following general goals:

- Brand awareness
- Directing traffic to the dealership

Demographically, the Lexus dealership sought to target the higher income mobile consumers, while the Toyota dealership targeted the more economically conscious Atlantans. Because it is proven most Atlantans have long commutes and are therefore heavily exposed to outdoor, it was an obvious media choice for the dealerships.

Swatty placed bulletins within an eight-mile radius of the dealerships to attract potential car buyers who lived or worked in the area.

Strategy

The Lexus and Toyota dealership management decided the best approach to meet the dealer's objectives would be to utilize bulletins with high-profile interstate locations. For the Lexus dealership, the bulletins would reach the high-income mobile consumer, as well as funnel traffic to the dealership from a directional standpoint. The Toyota bulletins would serve similar directional purposes and would work to target more middle-class consumers in Atlanta.

Plan Details

Swatty's Lexus campaign consisted of 11 bulletins in the Atlanta area. The campaign was originally purchased for 6 months starting September, but due to its great success, they have now decided to extend the campaign another 2 months. Swatty's Toyota dealership utilizes 25 bulletins in Atlanta that dot the interstates, vowing, we are going to be number one. They have renewed their campaign every year.

Results

The Lexus dealership conducted extensive research to determine the effectiveness of the outdoor campaign as well as the other media they had selected. They asked customers coming into the dealership to fill out a questionnaire to determine where they heard about the dealership, and which medium led them to come into the dealership. Outdoor was ranked as the number one reason people came into the dealership. The chart following, illustrates this information as Swatty compiled it. Swatty has seen his sales rise dramatically and is thrilled with the campaign.

The Atlanta Business Chronicle ran a story on Swatty's Toyota dealership where Swatty said he has seen a 40% increase in business due to the advertising.

