



+157K

average total
impressions per location

+34K

total average
visitors

4.6

average
reach

KIA/HYUNDAI DEALERSHIP

ABOUT

This auto dealer owns 35 car dealerships in six states, and many are brand new to their local market. After pulling back on advertising in early 2017, this auto dealer needed creative input behind their major brand campaign to reintroduce their dealerships to the market.

CHALLENGES

An in-depth analysis showed that Kia and Hyundai brands continue to downtrend in the local markets, and the specific dealerships were ranking mid-tier at best.

SOLUTIONS

LOCALiQ AUTOMOTIVE first presented a key strategy focusing on print ads to target auto buyers interested in Kia and Hyundai vehicles. We also included Cars.com digital ads to target key zones around each of the 35 dealerships for grand opening events. After finding the zip codes where the best opportunities existed, we inserted print ads to target those locations.

RESULTS

Data from the in-depth analysis uncovered an untapped market segment and a new dealership marketing strategy focused on brand awareness and reach. Despite Kia and Hyundai purchases being down market-wide, our USA TODAY NETWORK audience was buying these two makes on a two-year growth trend.

During the five-week campaign designed by the LOCALiQ AUTOMOTIVE team, the dealership received over 34,000 total average visitors with over 157,000 total average impressions per car dealership. Overall, the campaign had a 4.6 average reach.