



case studies

because it matters

Findlay Volkswagen Grand Opening

Opportunity:

Open a second Volkswagen dealership in Las Vegas? Some people thought it was suicide. The market was dominated by another dealership with a 20-year history, funding from the largest multi-car conglomerate in the Southwest, and fronted by former Denver Bronco quarterback John Elway.

We only saw it as an opportunity. By launching a clever, creative and hip campaign featuring cars looking for drivers, Findlay Volkswagen quickly distinguished itself from the entrenched veteran.

Outcome:

Within its first month, Findlay Volkswagen ranked number one in the market, outselling its local competitor 3 to 1. Within the first six months, it sold 912 vehicles, 115 more than its sales goal. And despite its late first quarter opening, Findlay Volkswagen captured the number 2 spot in the region during its first year.