



case studies

because it matters

Findlay Volkswagen Promotional Event

Opportunity:

While Findlay Volkswagen had succeeded in capturing attention after opening a year prior, the dealership needed to solidify its new market leader position despite the launch of a discount advertising campaign by its competitor. Since the competing dealer was backed the by largest multi-car conglomerate in the Southwest, a long-term price war would have been disastrous.

We saw it as an opportunity. Using the Valentine's Day anniversary as a critical component in generating top name awareness, the dealership launched an event reminiscent of a vintage Volkswagen campaign in 1960s.

Outcome:

More than 50 couples signed up for the 3-day Super Smooch event. Hundreds of people attended, tripling traffic and outselling the competition 2-to-1. Findlay Volkswagen became the number one convertible seller in the region, was frequently covered in the media, and became the number one recognized Volkswagen dealership name in the market.