



Station Call Letters: WFLA-TV

Advertiser Name: Dimmitt Automotive

1. **Objective:** Sell more Cadillac's to the young professional was the overall objective. Dimmitt recognized that in order to reach this audience, their marketing approach had to skew more modern and with less traditional (Newspaper). The first step was to revamp their website and optimize it for mobile then market through these devices accordingly.
2. **Challenge.** This client has been in the market with their 2 Pinellas County dealerships since 1924. Throughout this last year, they lost share to their competing Cadillac dealership and learning that their competitor was taking a different approach to gain these sales.
3. **Multiple Platforms.** To help them address and successfully target this missing audience segment we provided them with a multiplatform solution that included on air spots, Mobile geo fencing around their dealerships, pre-roll video online and behaviorally and geographically targeted Yahoo mobile banners.
  - **On-air:** Because we wanted to work on rebranding this dealership and drive a younger audience, we utilized our own wfla.com :15 promotional spots and tagged them in the last :5. Additionally, we chose to showcase two of their trendier models that were equally priced more affordably.
  - **Mobile Geo Fencing:** With our mobile, because the demographic affluences are so strong around their dealerships as well as prominent places of business, we targeted a 5-mile radius around each location. We also chose to highlight the same two models we used in the on-air spots, within our mobile ads.
  - **Mobile Yahoo:** In order to create a mix of mobile, we opted to also run a behaviorally targeted campaign to Auto seekers, which we also geographically targeted to the two main metro counties within Tampa.
  - **Pre-Roll:** With our online video pre-roll, we utilized our extended reach network affiliate to geographically target affluent zip codes in Tampa with a layer of Behavioral targeting to auto intenders. This portion was an addition to the original campaign, which equated to incremental dollars.
4. **Revenue.** This originally started as a Q1 only flight with \$15k allocated to digital and \$40K to broadcast. Based on the success, we continued into Q2 with the same plan and have now booked \$17K for Q3 digital and another \$40K on air. To date, the client has spent/booked a total of \$132K.
5. **Results.** The overall goal was to sell calls, first and foremost, and I am pleased to say that we have successfully helped them do that. The client has not only seen an increase in sales and of course web traffic, but they are also seeing a younger clientele coming into the dealerships, which they attribute to the incorporation of a digital strategy.
6. **Tell Us More.** With our recently added pre-roll component, we hope to garner a larger ad spend there as well as starting to run several targeted email blast campaigns for special sales offers during the year. By acting as a trusted consultant and optimizing the campaign throughout the duration, we have not only been able to bring them success, but gained their trust which is invaluable.