

# Radio Helps DaimlerChrysler Through the Summer Doldrums

## Objective

Increase car sales during the slow summer season.

## Media Strategy

Develop an integrated, multi-media campaign.

## Radio Plan

Use Radio to generate excitement and drive consumers to Web site and dealerships.

## Results

Chrysler beat all summer sales estimates, increasing sales by 5% in the first month alone.

Traditionally, summer is a difficult time for moving automotive inventory. According to their research, DaimlerChrysler determined that automotive customers who explored vehicles online were more likely to make a purchase, regardless of the season.

The Chrysler Group decided they needed an integrated multi-media plan to increase brand awareness and generate both online and in-dealer traffic during this slow seasonal period. To accomplish their goal, Chrysler turned to the medium that is known for driving customers to the point of purchase - Radio.

DaimlerChrysler partnered with Infinity Solutions & Beyond to develop the "Discover Your Ride" campaign, which included 180 Radio stations nationwide.

Capitalizing on Radio's intimate relationship with its listeners, the "live read" format was employed to seamlessly integrate ads into station content. When on-air personalities raved about "Discover Your Ride," interested listeners flocked to that station's Web site where talking ad banners prompted them to enter the "Discover Your Ride" experience by clicking on the provided link. Over 326,000 hits to that link were generated from the on-air promotion.

Listeners were then able to choose their own virtual tour guide from a selection of four different hosts. Powered by groundbreaking technology, these virtual tour guides engaged car shoppers through a fun, short quiz that delivered a customized vehicle recommendation that not only matched the participant's psychographics, but also coincided with corporate sales needs. Shoppers were exposed to a virtual tour of their recommended vehicle and encouraged to visit their local dealer for a test drive. More than 5% of listeners who visited the site converted to qualified prospects.

The Chrysler Group beat all sales estimates for the three-month summer season, selling more than 200,000 vehicles in the first month alone - a 5% boost.

