

RADIO case study

Dealer Co-Op



Background

- YORK HVAC brands is owned by Johnson Controls—a global leader in efficient energy solutions.
- The YORK brand of Johnson Controls Unitary Products Group operates an extensive co-op program to contractors/dealers.
- The Dealer Market Fund reimburses contractors for expenses related to media and materials, such as advertising in radio, TV, accredited newspapers, billboards, fairs, local direct mail, signage, apparel/uniforms, promotional items, search engine marketing and more.
- YORK dealers in St. Louis, Missouri metro were experiencing ineffective targeting and substandard results from their pre-existing partnership with local cable advertising and turned to Hubbard Radio/2060 Digital to steer the 2017 YORK co-op campaign and generate results with radio.

Objectives

- Increase awareness of the brand YORK as the highest quality HVAC systems available.
- Drive new customer acquisition for the 15 participating YORK dealers.



Solution

- A semi-annual campaign to support the YORK Spring and Fall rebate offers.
 - Each campaign ran for 6 weeks.
- Each of the 15 YORK dealers had their own individual voice under the YORK umbrella with each dealer receiving:
 - High frequency: 05 messaging on WIL, WARH and WXOS to brand their business.
 - Example: "Is your home prepared for the HOT St. Louis Summer? Call Martin Jetco in Fenton to keep your home cool, a YORK certified dealer."
 - Individual digital campaigns to reach the geographic target by using relevant zip codes. This included pay-per-click and targeted display.

Results

- The majority of dealers attained new customers from radio during the time in which the campaign was running.
- The campaign exceeded goals and delivered thousands of clicks and conversions.
 - The digital campaign exceeded the display impressions by over 600K.
- York dealers were pleased with the results and a strong majority of them are extending efforts for the 2017 Fall program.



