

RADIO case study

Background

- A local Kia dealership had not done any radio advertising for several years.
- They knew that gaining the trust of Hispanics within their market was essential in becoming the top Kia dealer in the area.

Solution

- Help Kia dealership win in their own backyard.
- Focus all digital efforts to deliver auto intenders within a 5-mile radius of the dealer.
- Make sure the stations chosen for the campaign are top performing stations within the trading area.
- Gain credibility for the dealership by aligning culturally relevant talent to the brand.
- Create a Spanish jingle which is reflective of the content that is airing on the station and integrated within all creative to create a consistent, cohesive sound.

Objectives

- Become the #1 Kia dealer in the market
- Gain trust of Hispanics in the market.
- Increase number of cars sold from 110 to 130
- Increase traffic and sales online and at the brick-and-mortar location.
- Make this the go-to Kia dealership for Hispanics in the market.

Results

- Client sold over 225 cars in December 2021 – a 100% increase in sales.
- Client experienced a steady increase in month over month sales.
- Client added an additional station to the plan and increased spending on both the on-air as well as digital platform.

