

Connecting with local intenders for Tier II dealerships

+5pt

Increase in unaided awareness and brand favorability among higher HHI intenders

Increase

In purchase intent at their local dealership

+4pt

Increase in likelihood to purchase within the next two years



Objective

A luxury car client aimed to elevate brand awareness among interested shoppers and drive consideration for their network of local dealerships.

Strategy

We deployed the brand's eye-catching creative with In-Corner units aligned within college sports, football, and broader sports content, ensuring the luxury car message appeared in a context where passionate fans and performance-oriented consumers were already engaged.