

CASE STUDY

NEWSPAPERS WORK: FOR DEALER ADVERTISING



The Challenge

A local car advertiser was using another non-newspaper advertising method with little success. This advertiser wanted to build visits to the dealership.

The Objective

The goal was to drive traffic into the local dealership and assist the advertiser with getting the community excited by their offers.

The Plan

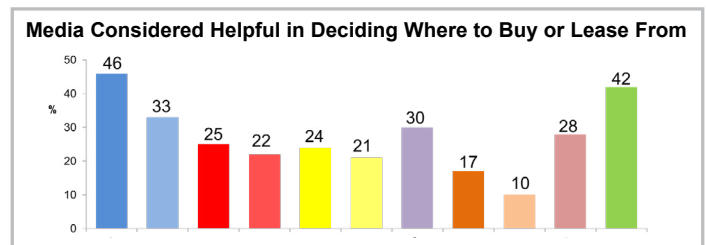
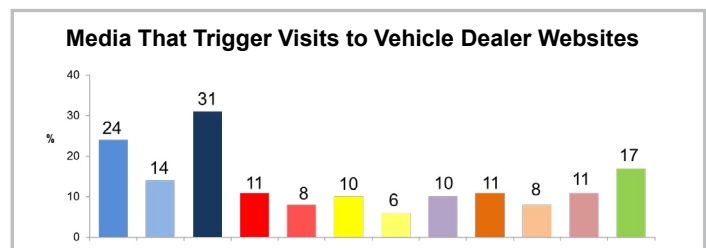
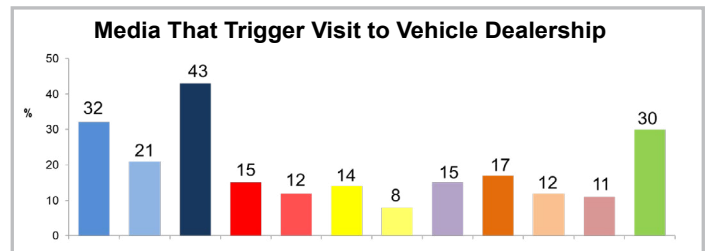
Newspapers Canada had recently completed a research study highlighting the strength of the newspapers (print and online) in driving consumers to the dealership.¹

The newspaper staff showed the local dealer some key charts to demonstrate the strength of newspapers.

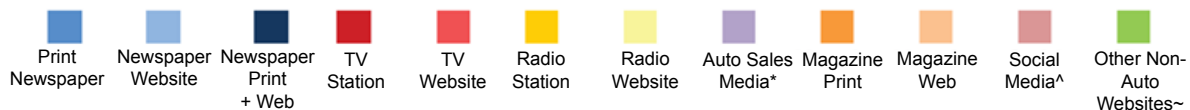
In terms of media that trigger an in-person visit to a vehicle dealership, print scored top and newspaper website came in third and combined they are very powerful. Exactly the same is true for encouraging Canadians to visit a dealer website.

Finally when potential car buyers are deciding where to buy or lease from, newspapers scored top (#1) and the newspaper websites came in a solid third – out of 11 media options in total.

These charts helped convince the dealer of the power of newspapers in both print and online.



Legend



*Autotrader, Kijiji, etc. (print web) ^Facebook, Twitter, Google+, etc. ~Websites excluding those listed & Vehicle Manufacturer, Model & Retailer sites

The Creative

The local dealer decided to re-allocate their advertising spend to newspapers in both print and online newspaper formats. They are excited by this change in strategy and, combined with new creative, believe it will help build traffic and sales.

The Results

“We knew that the newspaper would work for our local dealer. We were excited to share the fascinating car data with them and they were open to seeing the fresh, new research. After we finished our discussion, we all agreed that the data helped support what we all believed instinctively and that it was time for a new approach – print and online ads via the newspaper.”

- Andrea Rosato-Taylor, Sales and Marketing Manager, Glacier

¹ Study Details: Totum Research undertook this random, balanced study for Newspapers Canada, National online panel (English & French), 2,461 adults 18+ (of which 487 buyers of new vehicles in the past 2 years), Oct. 2014.

