



BrandMuscle bolsters national automotive company's advertising efforts by providing dealers with an easy-to-use solution to create localized ads, maintain brand consistency and easily receive co-op approval.

STRUCTURE

A United States importer of luxury/performance vehicles

OPERATIONS

The company has served as an importer of luxury/performance vehicles for more than 30 years and has a network of 350 dealers located throughout the United States. The U.S. group includes marketing, sales and financial service organizations for several corporate brands. In addition to its corporate headquarters, the company has an eastern regional headquarters, a technical training center, a parts distribution center and a vehicle preparation center, all located throughout the Northeast.

BUSINESS CASE

The company needed a solution that could be used by dealers to create brand-appropriate advertising. The solution needed to work within the company's corporate identity while, at the same time, providing differentiation and flexibility for dealers. The company hoped to create an easy-to-use resource for dealers' print and outdoor advertising creative needs.

BRANDMUSCLE SOLUTION

By implementing BrandBuilder®, BrandMuscle's proprietary Adobe® InDesign®-based solution, the company was able to provide an easy-to-use solution for dealers that allowed them to localize ads, maintain brand consistency and better utilize available co-op funds.

In addition to the visible effects of implementing the BrandMuscle solution, the company has appreciated the ongoing service provided by the BrandMuscle Team, noting that team members always are quick to respond and eager to help.

KEY OUTCOMES

While the company does not tie traditional return-on-investment to marketing initiatives, BrandBuilder's real-time usage reports show that the solution has been successful in helping the company achieve its goals. On average, the company's dealer network creates nearly 1,350 ads per six-month time period.

In addition, the company benefited by not experiencing any downtime during the implementation process. Within just a few months, the BrandMuscle solution was fully functional, offering a wide range of new templates and creative options for dealers.

KEY BENEFITS

- Provided a way for dealers to easily and quickly create and deliver messaging related to new promotions, such as leasing and financing programs
- Improved dealers' ability to utilize co-op funding for advertising initiatives
- Gave dealers access to a large digital asset library, including all makes and models of cars, which is important because each dealer's inventory is different
- Presented a way for the company to work with its own advertising agencies to develop creative, as well as an easy way for dealers to utilize the materials in their local markets
- Met company's key goal of maintaining the look and feel of its corporate brand at the dealer level