

2009 One Day Quik Lube Event

– Case Study –

Overview

In May of 2009, Midwest Marketing was tasked with creating a one day event for a local quick lube company to promote a low price offer. Not only was this a challenge because the event was just one day, but the day was a Monday, not a typical high traffic day for this facility.

Approach

With a high frequency radio schedule running just five days prior to the event, Rapid Lube of Rapid City, South Dakota performed a record 153 oil changes on this day.

Results



Conclusion

By focusing on a high frequency saturated market schedule and a great price on an oil change, we were able to capture in market auto repair buys and move the market.

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LET'S WORK TOGETHER

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