

2016 Steer Clear of the Deer!

– Case Study –

Overview

During the 2016 Deer Season, Midwest Marketing created a clever campaign for the Collision Center using the words “Dear” and “Deer” interchangeably.

Approach

Radio, print and on-site signage we implemented using a consistent look.

Results



Month 1 Dent
Repair Sales: **229%**

Month 2 Dent
Repair Sales: **283%**

Month 3 Dent
Repair Sales: **164%**



Conclusion

By using a multi-media mix with fun creative, we were able to relate to customers in the Black Hills area.

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LET'S WORK TOGETHER

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