

2013 Name Change

– Case Study –

Overview

Due to a partnership split among dealership owners, Midwest Marketing was tasked the challenge of creating a new dealership name and brand to separate from the 35 year established name of the existing dealer and the number one selling brand in the area, Ford.

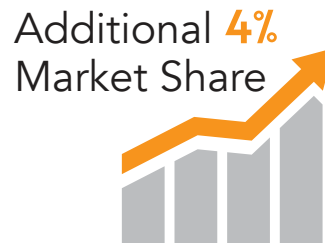
Approach

We did name research specific to our region, the Black Hills of South Dakota. We surveyed the dealership staff for their ideas to gain buy in. We did domain search availability to lock in our online presence and then we created a jingle around the domain name. We launched with a heavy and consistent brand message with the jingle, event and grassroots marketing.

Conclusion

In just a year and a half, Granite regained their position of #1 in the market, even without 35 years of name recognition and the number one selling brand. They gained an additional 4% market share while the Ford store dropped 35%.

Results



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LET'S WORK TOGETHER

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