

Car Dealership

– Case Study –

Overview

For the Grand Opening of a local car dealership, we created a promotion called "Hunt the Hyundai."

Approach

The idea behind this promotion was similar to the McDonald's Monopoly game. We partnered with Hyundai to give us a Hyundai Accent to give away and with a local newspaper to print promotion and game pieces daily at no cost for a month. (A \$50,000 advertising value) Patrons brought their completed entries to the dealership where a random drawing of the entries took place.

Results

Our goal was to have 35 entrants, however, this promotion saw over 400 people from a 100 mile radius at the dealership the day of the drawing.







Conclusion

With Hyundai donating the grand prize and working a partnership with a local newspaper, this promotion cost the dealership nothing.



HYUNDAI

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LET'S WORK TOGETHER

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