

## OPPORTUNITY

ED Kenley Ford had never worked with an agency, but they wanted to become the dominant Ford dealership in the northern Utah. In addition to selling trucks, Ed Kenley also wanted to sell their powertrain warranty.

## STRATEGY

- Exhaustive research
- TV, radio, print, and digital marketing material
- Creation of brand recognition, emphasizing Ed Kenley’s ability to sell tough trucks in a “soft sale” way
- Guerrilla tactics to promote the powertrain warranty in addition to a fully integrated digital and outdoor campaign

## RESULTS

Prior to our involvement, the Ed Kenley brand did not exist. Now, however, people recognize and admire the Ed Kenley brand. Ed Kenley’s market share in Utah increased by 8%. Sales in Weber County increased by 19%.

became **7<sup>TH</sup>** ranked Ford dealer in Utah *increased sales by* **↑ 19%**

