

Kunes Country Ford of Antioch: From Low Sales Volume to Stateline Superstore

A HUBBARD CHICAGO CASE STUDY

Dual Broadcast Signals Drive Market Share in a Challenging Stateline Area

SNAPSHOT

Situated at the Illinois-Wisconsin border in Antioch, IL, Kunes Country Ford of Antioch needed to find a way to bring in customers from both states to achieve greater market share and boost sales. By partnering up with The Drive, the dealership leveraged its dual broadcast signals to attract prospective auto buyers from Chicago and Milwaukee and transform into the Stateline Superstore, selling over 200 vehicles each month.

GOALS

When Kunes Country Auto Group first purchased its Ford dealership in 2006, sales volume hovered around 40-50 cars per month. On the fringe of both Chicago and Milwaukee radio markets and signals, most local radio stations simply couldn't deliver listeners and customers as needed to increase exposure for the dealership.

Kunes Country Ford of Antioch turned to Hubbard Chicago and The Drive for a solution, starting by identifying a number of key goals:

- Reach more customers in northern Illinois and southeastern Wisconsin.
- Increase exposure and capture greater market share in the challenging state-line area.
- Stand out from the competition and sell more cars, trucks, SUVs, and pre-owned vehicles.



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THE MARKETING SOLUTION

With its dual signals—WDRV 97.1 FM and WWDV 96.9 FM—The Drive provided the perfect “dual threat” to reach listeners across state lines. Creative :60 radio spots featuring the tagline, “Now you’re in Kunes Country!” nodded to the dealership’s unique geographic area while standing out from the competition, and The Drive team helped plot the right schedule, at the right times.

“I’ve found the staff at WDRV (from management, sales to production) are one of the most supportive and professional in Chicagoland.”

- Kunes County Ford of Antioch

INFORMATION:

Industry: Automotive

Market: Northern Illinois and Southeastern Wisconsin

Company:

Kunes Country Ford of Antioch

Campaign Dates:

2006 - present

Target Audience: Adults 18+, prospective auto buyers

Solutions Utilized:

96.9 / 97.1 The DRIVE

RESULTS

The Drive has been Kunes Country Ford of Antioch’s trusted advertising partner for the past 12 years and counting. Over the course our partnership, monthly sales have increased from 40-50 cars per month to 200, and the dealership is now known as the Stateline Superstore. Today, 40% of customers come from Wisconsin.

Metrics Snapshot

- Original sales volume (before partnership): 40 to 50 cars per month
- Current sales volume: 200 vehicles per month

“Advertising dollars must be spent effectively (within allocated budgets) and The Drive has been a winner for us, since the beginning... Consistent radio advertising has helped to build our brand, in a key market demographic of listeners.”

- Kunes Country Ford of Antioch

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