

Chicago Volvo Dealership: Getting More Women Through the Doors

A HUBBARD CHICAGO CASE STUDY

Improving Brand Perception While Increasing Foot Traffic and Sales

SNAPSHOT

A Volvo dealership in Chicago identified the need to reach women and help this market segment feel more comfortable shopping on their own. They partnered up with Hubbard Chicago's WSHE for an integrated campaign that improved brand perception and brought more women through the doors, allowing the dealership's great customer service to close more deals.

GOALS

A Chicago Volvo dealership realized that very few women were coming in or purchasing vehicles. When women did come in, they often brought a man with them. They were missing out on opportunities to build lasting customer relationships and increase sales with this untapped segment.

The dealership sat down with Hubbard Chicago to outline key marketing goals:

- Improve brand perception among Chicago women, positioning the dealership as a welcoming place they can feel comfortable exploring their vehicle options.
- Drive foot traffic among women, getting shoppers in the door for the sales and customer service teams to do their jobs.



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THE MARKETING SOLUTION

We quickly identified WSHE's women-centric audience as the perfect match for the dealership's needs. We developed a monthly plan including on-air spots and sponsorships to ensure steady frequency, plus banner ads on the WSHE website. The creative was all about women, acknowledging women's perception of the auto industry and dealership experience while sharing that this particular dealership was different, and they could feel comfortable shopping there.

"We love working with Hubbard Chicago. The customer service is great!"

- Chicago Volvo Dealership

INFORMATION:

Industry: Automotive

Market: Chicago metro area

Campaign Dates:

March 2016 - present

Target Audience:

Women 25-54

Solutions Utilized:

WSHE on-air commercials, sponsorships, digital banner ads

RESULTS

The dealership was thrilled with the idea of working with a female-based radio station to boost their share of voice and influence in the female market. Their staff has seen a noticeable uptick in women coming into the dealership, as well as an uptick in sales year-over-year.

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