

GRAY LAS VEGAS CASE STUDY:

Doing Good To Be Great:

How Subaru of Las Vegas built a stronger relationship with its community by partnering with local TV station

THE PROBLEM:

Subaru of Las Vegas has been a notable dealership in the Las Vegas area for nearly 50 years, but it still wanted to build a stronger relationship with locals. Their advertising had come from corporate, and while it was successful, it wasn't speaking to the local Las Vegas community like it hoped.

Subaru of Las Vegas is the only Subaru dealership in the area, but locals knew little about this outlet due to the lack of local advertising. While the dealership had been doing some cold calling and other forms of marketing, it did not have a recognizable localized presence due to their generalized campaigns.

Realizing these hurdles, Subaru of Las Vegas identified three goals:

1. *Create a relationship with the local community and its leaders while branding itself as the local trusted Subaru dealership.*
2. *Bring its corporate values, such as the Subaru Love Promise, to a local level.*
3. *Target adults in the Las Vegas market ranging from 25 -54 years old.*

To accomplish this, Subaru of Las Vegas turned to Gray Las Vegas and its local TV broadcast

station, FOX5 who is widely recognized for its community outreach program and strong production capabilities.

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THE PROCESS:

To create a strong relationship with the community, Subaru of Las Vegas became a partner in FOX5's community outreach program called Take 5 to Care. By partnering with this initiative, Subaru of Las Vegas became a sponsor of nearly 24 annual community events that help local non-profits such as March of Dimes, Opportunity Village, The Animal Foundation and the American Red Cross. **Custom on-air PSA's such as "Take 5 to Care: Get involved and make a difference"** featuring Subaru employees and branding are created for each event and initiative. These PSA's air on FOX5 and shared on social media. Digital ads and social posts are also created, promoting the events and sharing the difference being made in the community. In all these elements, on-air and online, Subaru of Las Vegas has a strong presence.

An element that Subaru of Las Vegas really appreciates about the Take 5 to Care initiative is being able to be at the events and connect with Las Vegas locals face to face.

"Every event that we do, we're all there -- shoulder to shoulder. We're all working together towards one mission of Take 5 to Care," explained Robert Baugh.

To brand itself as the trusted Subaru dealership while reaching local adults, Subaru of Las Vegas had Gray Las Vegas produce a **:30 commercial** that focused on the customer's experience at their brand new dealership. Gray Las Vegas used market research to make sure this commercial would air in targeted areas that would reach Subaru's demo.

Subaru of Las Vegas General Manager Burton Hughes recalls Subaru of America's reaction when he shared the finished spot.

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THE RESULTS:

The partnership with Gray Las Vegas and FOX5's Take 5 to Care quickly created an immense increase in brand recognition for Subaru of Las Vegas. The community events were so successful that Subaru of Las Vegas hired a dedicated team specifically to participate in them.

"What means more to us is that when we're out in the community, we're able to have conversations. People tell us that they love what we're doing in the community and that means more to us than any number," said Robert Baugh.

This allowed the company to quickly gain reactions to its latest ads as well as its overall brand image, increase their positive brand reputation, and position itself as a champion for the community.

By providing a strong community outreach platform and high quality commercial production, Gray of Las Vegas helped Subaru of Las Vegas tackle each of its goals while cultivating a longstanding and successful partnership.

"We've been with Take 5 to Care for five years. We came to Gray Las Vegas to fill a void we saw in the community as far as coming together for the greater good of Las Vegas. We're able to partner with them and they actually align with the brand pillars of what Subaru is looking for," Robert Baugh explained. He continued on to praise Gray Las Vegas' marketing programs and people, saying, "Our relationship with Gray Las Vegas has really set us up for how we grew the relationships with a lot of our other media partners. Gray Las Vegas set the benchmark for how we conduct our marketing and media campaigns with all of our other partners as well. They set the example of what success looks like."



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