

MEREDITH ST. LOUIS STUDY:

Creating Local Brand Awareness: How Meredith St. Louis Worked to Help Brand Jim Butler Chevrolet as The Powerhouse

When it comes to the St. Louis market for Chevrolet vehicles, Jim Butler Chevrolet has been a large part of the market. Despite their efforts to remain a powerhouse in the vehicle market, they were facing some challenges that Meredith St. Louis helped resolve to help reach upcoming goals.

THE PROCESS:

Jim Butler Chevrolet wanted to overcome obstacles that were limiting potential growth in the St. Louis market to take the business to new levels. The company wanted to have a daily presence within the local news and the business was hoping to develop a partnership with Meredith St. Louis local station, NEWS4. Brad Sowers, the president of the Jim Butler Auto Group stated that "We really wanted to own a sponsorship that we knew when it aired, our name was attached to it."

The problem the company faced was that the 2019 to 2020 marketing plan and goals were growing stagnant. Rather than seeing success and growth, the company was maintaining current levels. The company wanted to increase its market success.

Brad Sowers said, "We are known as the Chevy powerhouse here in the St. Louis market. We were trying to migrate our marketing strategy to say our customers are the powerhouse, so we wanted a partnership that could help us achieve that."

Addressing the problem with the company's marketing strategy required a full understanding of the goals. Since the company had a clear objective, it was possible for Meredith St. Louis to develop a solution to help further success with the marketing plan.

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THE PROCESS:

The process implemented by Meredith St. Louis was focused on obtaining a partnership with a highly respected news station. That was the focus of all the KMOV departments when working on the Jim Butler Chevy marketing strategy. KMOV worked with Jim Butler Chevrolet to review all custom graphics and specific partnership elements as they were developed to ensure that it portrayed the right message.

According to Brad Sowers, "Our relationship with KMOV is great. From upper management to the field level, it's the best experience I've had in town." The ultimate measure taken by Meredith St. Louis to enhance the marketing strategy of Jim Butler Chevy was to work with the Skyzoom 4 helicopter. Since the Skyzoom 4 helicopter is seen as the powerhouse, working with the news station tied the name of Jim Butler Chevrolet to the idea of a powerhouse brand. The helicopter has "Powerhouse Skyzoom 4" displayed on it to create the relationship between the brands with potential customers.

Brad Sowers said, "We chose to go with KMOV because they're trustworthy and they deliver. I knew I could count on them to deliver throughout the entire 18-month structure we have with them."



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THE RESULTS:

The amount of exposure from the promotional commercials and digital elements have exceeded the client’s expectations. According to Brad Sowers, “We as a business continue to show growth every month, we gain market share every month. And our partnership is a key component of our marketing strategies.”

Brad Sowers says, “The whole organization has been fantastic. Our representative, Diane Summers, always stays in contact with me. She communicates incredibly well and makes sure that what we were promised with the delivery is actually being delivered. Everyone on the team is so smart and I would brag on them for sure.” The success of the partnership is being determined by the social, on-air, and digital integration of the sponsorship, and thus far it has been a success that continues to result in growth.

Meredith St. Louis worked well with Jim Butler Chevrolet to ensure that a partnership with a local St. Louis news station was developed to put the Jim Butler name in front of potential customers. It has been successful and continues to show growth due to the marketing efforts of the station and the company as a powerhouse that customers can trust.



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