

Case Study: Peoples Ford

**With our help,
Peoples Ford is guranteed
more customers.**



The Brief

Peoples is one of the largest independent Ford dealer groups in the UK. The Peoples guarantee is to bring you quality cars at affordable prices, and offer a range of attractive finance packages tailored to individual needs. They wanted to convey this message to potential customers in terms of enjoying your car from Peoples long after the initial thrill of purchase, and the benefits of the Peoples guarantee. They wanted to show how this would enhance the lifestyle of the customer without picturing specific vehicles, thereby increasing the reach and shelf life of each ad.

The Solution

After thorough market research, which identified the demographic and lifestyle of the Peoples Ford customer, BRANDSavvy worked around the idea that the family car serves a central function during the main events in people's lives – it takes you to your daughter's first ballet concert, it helps you organise a picnic in the park, it connects people who are separated by distance, and so on. With contemporary photography illustrating the lead up to these life events, the headlines reassure that a car bought from Peoples Ford is reliable and enduring, as well as being stylish and distinguished enough to sync effortlessly with a number of scenarios from an arrival at a special occasion, to everyday commuting. Without focusing on specific models, but instead using the cachet of the Ford brand, this message catches all potential buyers – from the single girl purchasing a Ka to the businessman with a family looking for a Mondeo. The guarantee in the headline reinforces the idea that the importance of your choice of car, dealer, finance and aftercare is a decision with long-term impact and needs to be right.

The Outcome

Using a combination of outdoor and local media advertising, supplemented by radio ads and PR, this campaign appeared across the Midlands supporting Peoples Ford dealerships in their own ads for individual vehicles and deals. This brought the dealerships' disparate retail messages under one brand promise – the guarantee – so that as well as promoting specific offers, there was a strong brand presence from Peoples Ford as the trustworthy and safe option for buying a Ford.

The Result

As a direct result of the new approach to advertising Peoples Ford reported a 24% increase in footfall during the first four weekends of the campaign – and a sustained increase over the following months. This boost to showroom interest was converted into a third more sales than during the same six-month period in previous years. Further to this, market research after the campaign noted a significant increase in brand awareness, with 80% of respondents indicating they would choose Peoples Ford over alternate dealers when they went to purchase their next Ford.

Guaranteed to bring a smile to her face.

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peoples 0845 600 44 33 www.peoples.uk.com
 FordDirect

Guaranteed to get you there in style.

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 FordDirect

Guaranteed to bring you back for more.

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We can help you.

If you can think of one good reason why customers should choose your offering over all others, then you have a reason to get us to brand it or rebrand it.

At BRANDSavvy, we'll secure your success through the power of effective branding – helping you stay visible in your markets, and in the minds of your customers, with tried and tested brand-building methodologies.

Contact us today to arrange your FREE branding workshop and prepare for branding success.

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