

## Falhaber Nissan

### **The Challenge:**

- To increase the sales of new Nissan's in the Greater Cincinnati market with the smallest marketing budget of all Nissan dealers in the Cincinnati DMA

### **The Solution:**

#### CREATIVE SOLUTION:

- Our Family Values, Our Family's Promise.
  - We treat YOU like family
  - The best price
  - The best selection
  - The best service
  - The best trade-in value
  - No Gimmicks, no games
  - No hassle financing
  - The best car-buying experience you will ever have
  - We are 3rd generation, family owned and operated

#### MEDIA SOLUTION:

- To invest mostly in television where we could reach the largest audience for the lowest cost.
- Holland invested about 85% in TV and 15% in radio.

### **The Results:**

- Falhaber Nissan's new car sales from 2011 - 2014 were up 40%.

\*The Falhaber's sold their Nissan dealership to an out-of-town dealer which ended our relationship in March 2015

