

# USING COMMON INTERESTS TO CREATE PARTNERSHIPS THAT WORK

Profiling consumers – beyond demographics – allows you to create a complete picture of their lifestyles, shopping patterns and behaviors. You can take those common interests, match them up with specific venues, businesses or retailers, and create targeted sponsorships and partnerships. These powerful relationships will directly speak to your potential customers and create better brand awareness.

## THE CHALLENGE

An advertising agency was looking for venues for their client – a local auto dealership – where they could showcase the new models that offered the latest technology. They also wanted to drive traffic into their dealership with a free offer for a test drive. With so many sports venues, arts and entertainment options in the local market, they needed to determine which venues and offers would truly resonate with their potential car buyers.

## APPLYING OUR INSIGHTS

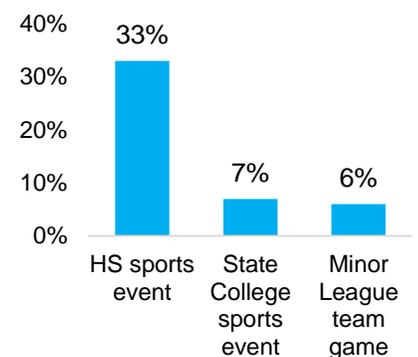
Through a cross-platform analysis, the agency determined that potential car buyers were more likely than the average adult to be exposed to mall media. By profiling the malls shopped within the past 30 days, the agency was able to choose the ones that had the widest – and most efficient reach – for their target group. Then they negotiated a package for placing vehicles within the mall, as well as digital signage.

We also found that potential car buyers were more likely to visit the local theme park – so they established a partnership with that business to give away free tickets with each test drive.

The client was also interested in sponsoring a local Atlanta sports team. Major league teams were cost-prohibitive for a local dealer, so they needed to look for alternatives. The profile of their consumers showed they were actually more likely to attend high school sports events versus the local minor league or college teams. Armed with that insight, the agency proposed sponsoring local football teams in their trade area with a grass-roots campaign to create brand loyalty.

## SPONSORSHIP AND EVENT PARTNERS

### EVENTS ATTENDED BY POTENTIAL NEW CAR BUYERS IN MARKET



## THE RESULTS

The partnership with the mall added the extra touch-points the dealer was looking for by allowing potential car buyers to experience the latest technology in the new vehicle models. The client saw increased upgrades within their car sales following the campaign and the theme park ticket giveaways with a test drive increased traffic significantly among qualified car buyers. The local high school sports sponsorships were successful in creating brand loyalty and awareness.

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