



**PALM HARBOR HONDA**  
EXPERIENCE THE DIFFERENCE!

## EXPERIENCE THE DIFFERENCE AT THE NEW PALM HARBOR HONDA!!!

### Problem

Have a car dealership that's been run into the ground? SO DID WE!! Palm Harbor Honda's General Manager BO Morgan was facing four major problems, due to past management.

- 1) Low inventory allocation from Honda
- 2) Bad reputation in the market
- 3) Lack of quality salespeople
- 4) Lowest unit sales in the market

### Plan

ONE MESSAGE IN RADIO, CABLE AND PRINT???? GENIUS!!!

Our main idea was to develop a branding campaign stressing the NEW Palm Harbor Honda. We developed a message and a positioning statement to be used in ALL ELEMENTS of his media mix.

The intention of the message was to change the perception of Palm Harbor Honda. With new management, we had the opportunity to re-brand PHH as a quality automotive dealership.



After our initial 2 month flight (Nov - Dec 2004), we created an Internet campaign to complement the on-air campaign and to extend the branding message.

The internet was particularly helpful in reaching our core listeners in a personal, emotional manner.



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## Process

STRATEGY, SPOTS, STREAMING,  
SUCCESS!

Beginning with the thorough C.N.A to uncover the previously mentioned challenges, 4 Account Executives at Cox Radio worked with the General Manager to create a Customer Focused Proposal.

The timeline in the proposal was a key element of the success. The GM needed ample time to build a better sales staff and start increasing his allotment of cars. After approximately one month he was ready to start the branding campaign.

The central message of the spot is consistent with an overall strategy and is updated with topical themes. This spot has been recognized by Mike Anderson as excellent creative in delivering Benefits Sought to our listeners. We even had one listener thank us for the commercial!!!

## Performance

GOING FROM WORST TO  
BEST!

During February 2005, PHH achieved 106% of his projected sales. He sold 108 new cars, which beat 5 other Honda Dealers in the Tampa Market!

During March 2005, PHH achieved #1 status for % of projected sales. He sold 122 new cars, which was the highest yet.

As for inventory, he will have over 300 cars on the lot by the end of April. Right now they are pacing to have their biggest month EVER!



**107.3 The Eagle, Tampa Bay's #1 Station Reaching Affluent Adults**