



"Business is up and we've seen 20% new customers per month for the last six months in a row!"

- Dick Fox, President, Fox & Fox

challenge

The Problem

How can Fox & Fox stand out from the clutter and competition and market our auto repair, body shop services, and downtown location to current and potential customers?

As a single location in downtown Ft Wayne, we have to do battle with the auto dealers on one hand and all the other auto repair and body shops on the other. Since advertising funds are limited, how can we get the biggest bang for our advertising dollar?

ACTION steps

The Plan

A consistent strategy and weekly ad schedule, special promotions and **NEW** marketing opportunities.

We have a weekly marketing strategy and take full advantage of station promotions and branding opportunities when available. (Our Account Mgr makes sure we seem them.) Recently, we employed the Mobile Marketing-TEXT offered by WOWO... we stay on the cutting edge to reach new and existing customers.



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Process

"We tried television, but didn't really see the results to justify the cost."

Fox & Fox had been a regular radio advertiser for years. After re-evaluating Fox & Fox strengths in the Auto Repair and Collision Repair arenas, we developed a campaign built on a series of seasonally appropriate messages promoting Fox & Fox expertise, convenience, downtown location and above average service as exemplified by their Concierge Service.

PERFORMANCE

1 out of 5 Customers are NEW!

*Since returning to WOWO radio in the fourth quarter of 2009, Fox & Fox has enjoyed monthly sales increases compared to previous years **AND** 20%+ **new** customers per month for the past six months in a row!*

