

CLIENT: MAJOR AUTOMOTIVE COMPANY. 230+ LOCATIONS ACROSS AUSTRALIA

OVERVIEW

- High volume of creative advertising content to the client's dealer network
- Large number of vehicle models and product ranges
- High demand on an internal portal for marketing collateral that wasn't managed, resulting in loss of brand control
- High cost to 'reach' the network
- Finished artwork fed via existing static Digital Asset Management system with no reporting functionality – head office had no visibility across the dealership network

ISSUES FOR HEAD OFFICE

- Zero transparency on content being used or downloaded by the network
- No ability to control the brand into the market by dealers
- Brand presence in local markets poor
- No approval processes in place
- Significant expenses incurred supporting location marketing services

OBJECTIVES

- Increase the visibility of activity within the dealer network
- Reduce the cost of the Local Area Marketing to the dealer network
- Improve brand control
- Significantly decrease time to market to take advantage of pricing and product changes

MyAdbox was appointed and the platform on-boarded early 2017, resulting in immediate improvement in the client's brand control, dealership marketing visibility and significantly reducing time to market for their media campaigns.

MyAdbox estimates savings of approximately ~\$7.1m in agency costs across the 2018 financial year (June end) for their client.

ADVERTISING MEDIUM	VOLUME	AVERAGE AGENCY COST	ESTIMATED AGENCY COST
Press	820	X \$1,175	= \$963,500
TVC	174	X \$5,000	= \$875,000
POS	3,933	X \$650	= \$2,556,450
eDM	240	X \$575	= \$138,000
Direct Mail	8	X \$1,100	= \$8,800
Radio	1,428	X \$500	= \$714,000
Social	5,406	X \$350	= \$1,892,100
Total			\$7,147,850
MyAdbox Actual Cost FY18			\$992,200
MyAdbox Savings			\$6,155,650

“ MyAdbox has given us a channel to connect dealers with our marketing content, which was a challenge for us before. It gives dealers greater flexibility with our content, and ensures control within our brand guidelines, resulting in a halo effect on our media investment. **”**

- Client's Marketing Manager

CASE STUDY.

