

CELEBRITY MOTOR CAR COMPANY

A RED-CARPET APPROACH TO THE AUTO INDUSTRY

Brand x Creative



THE CHALLENGE

Celebrity Motor Cars was established by a successful entrepreneur with no previous automotive experience.

We were charged with creating a brand for the new automotive entity from the ground up.

Our over 30 years of automotive retail messaging informed us that in an area congested with luxury automobile retailers, the campaign had to provide a brand image and a brand positioning that was unique not just to the area, but to the automotive industry itself.

STRATEGY



With an emphasis on featuring treating customers like celebrities and providing both white-glove services and red-carpet treatment we established a foothold for the brand within the first six months of the opening of their first Lexus dealership.

The campaign quickly established an exclusive position for the brand and truly gave customers the 'Status They Deserve, With The Service They Expect.'

THE RESULTS.

+400%

increase in annual sales
over a 3 year period

#1

volume Lexus
Dealership in the NE
from Virginia to Maine