



From slam dunks to sold cars:

Leveraging sports to reach the right car buyers

April 18, 2024

Doral Automotive Group Who were the players involved?

Doral Automotive Group:

- # 1volume car dealership in South Florida
- Family run business
- Effectv partner for 7 years
- Grown from one used dealership to three new

Effectv:

• The advertising sales division of Comcast



Doral Automotive Group What was the problem?

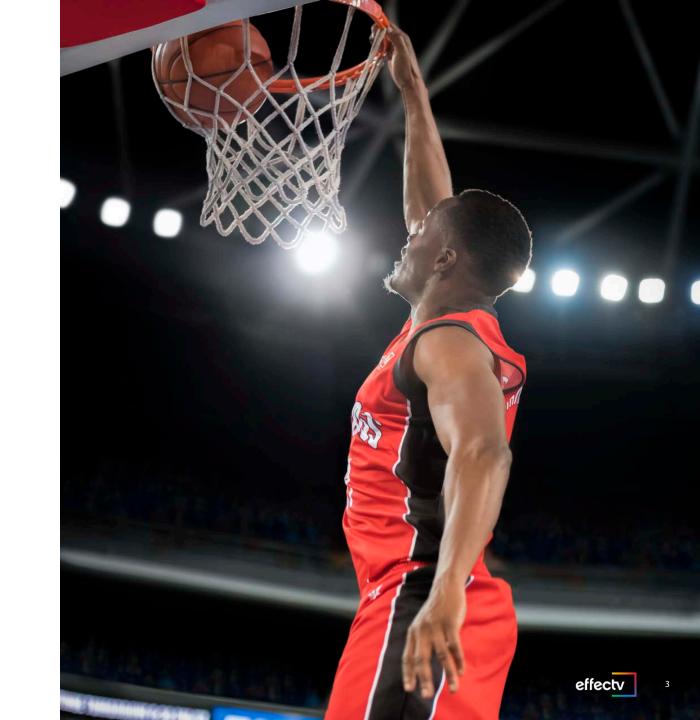
In the automotive industry, strong community relationships are the ultimate fuel for sales.

Dealerships show up in their communities:

- Sponsor of sports teams
- Supporters of local causes
- Engaged neighbors

Problem:

 Dealer wanted to reinforce their brand as inventory levels return to dealerships



Doral Automotive Group How Effectv solved the problem

Strategy:

• Maintain a strong presence throughout each month by advertising on targeted TV networks informed by first-party data and Polk, streaming platforms, and during live sports (particularly Miami Heat games)

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Results:



+6% incremental reach

+41% growth in frequency compared to its base campaign



An increase in visitors to its website within 30 min of the TV ad airing in Comcast homes



Doral Automotive Group Why it matters

01.

Pairing the wide reach of sports advertising programming with the sentimental value of family-focused messaging

02.

Tapped into the power of authentic human relationships by showcasing that there is always room to elevate a base campaign and use strategic tactics to achieve incremental reach

03.

Today, Doral is maintaining and expanding its top-of-market positions while continually evolving to meet the needs of its diverse customer base in an era of rapid digital transformation







Thank you!

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