



DORAL LINCOLN

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:

- # 1 volume 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



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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



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)

Results:



+6% incremental reach



+4.1% 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



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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





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Thank you!

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