



October 2017

The SCBA Consultative Account Management Series #1

Client Category: Automotive (Ford)

Client Problem: The average Ford/Lincoln dealer is struggling to sell Mustangs, Fiestas, Fusions, Lincoln MKZ sedans, and Transit Vans. Days on lot on average for these vehicles is running at about 90 days. Automakers aim for a maximum of 65-70 days of inventory. Additionally, Ford has idled five North American assembly plants that produce these models for the next ten weeks. ***Each day*** these models remain unsold costs Ford dealers interest on their inventory loans, overhead to keep them clean, and space needed for better selling SUV's.

Account Management Preparation: Review and understand the SCBA/Nielsen study: "The Local Path to Automotive Purchase", which is needed for these suggested solutions. Find it at www.scba.com. If you have any questions about the study, contact tcallahan@scba.com.

Recommended Actionable Client Solutions:

- Target these models for immediate sale in all broadcast and digital creative ASAP.
- For Radio, be sure your schedules are running all four weeks each month.
- For Radio and TV, highlight your dealer web site at least 4-5 times in your copy.
- For newspaper, present underselling models and your dealer web site.
- The average age of new car customers in SoCal is 43 years old.
- The average age and heaviest users of Radio listeners is 45, TV is 57, Newspaper is 53, and digital is 37.

Client Summary:

"We suggest a media reallocation, and not an increase in your ad spending, that weighs more heavily towards matching the actual average age of today's vehicle customer. We also recommend Radio to compliment, supplement, and enhance your digital and social media campaigns as Radio will provide a massive Reach in any SoCal market. Considerable Reach is required to maximize and build consumer awareness for any digital campaign and again, Radio is considerably closer to the average age of vehicle buyers when compared to other media."

Sources:

Ford Motor Company, SCBA/Nielsen Automotive research study; "The Local Path to Automotive Purchase", Nielsen Audio, Scarborough Data, Automotive News.