Achieve Your Business Goals

# Case Study: Utilizing Graphics for Model Awareness

Apple Honda's consistent visual branding attracted new Prologue shoppers, generated solid leads, and led to 26 sales in the first seven months after launch.



## Honda Dealer in Riverhead, NY

[www.applehonda.net](www.applehonda.net)

Client Name: Apple Honda



"Strong quickly and effectively showcased the latest Prologue offer for our clients through graphics. Our customers could easily identify that Apple Honda's Prologues are competitively priced and understand the offers they were eligible for when they visited our store to make a purchase."
*~Bill Fields, General Manager, Apple Honda*

### The Challenge
Apple Honda needed a compelling marketing strategy to drive traffic for the all-new Honda Prologue. Launched in March 2024, the vehicle quickly piqued the interest of potential customers. To build on this initial excitement, the dealership aimed to implement cross-channel marketing efforts, using Graphics as a unifying brand element.

### The Approach
Apple Honda leveraged consistent visual messaging across multiple digital platforms to boost site traffic and raise awareness for the new Honda Prologue. They utilized a strategic mix of Google Ads, Facebook Paid Campaigns, and Email Marketing to effectively reach their target audience. Each campaign directed users to webpages featuring cohesive Prologue Graphics. These efforts resulted in a significant increase in active site users and online conversions, including form submissions and phone calls.

### The Results
Following the launch of three graphics-intensive campaigns in July, Apple Honda successfully attracted the desired Prologue shoppers through paid channels. These efforts resulted in over 2,000 new Prologue shoppers, 33 solid leads, and 26 Prologues sold in the first seven months after the vehicle launch. Consistent branding through graphics served as the key identifier across all platforms, enhancing recognition and engagement.

**+2,000**

Active Prologue Shoppers

**26**

Prologues Sold

**Primary Marketing Objective**
Create New Model Awareness

**Featured Product Area**
Graphics