

Achieve Your Business Goals

Case Study: Impact of Vendor Relationships on Negotiations

Penske Central's added value surged by 23% year-over-year, securing \$1,198,583 in 2024.



Automotive Group

www.penskeautomotive.com/locations/

Client Name: Penske Central Region Dealers



"Marketing is not always easy to track, and that's why your partner is critical because there's a certain amount of faith that you have to have... We've had nothing but tremendous results."

~Tyler Heard, Executive Vice President, Penske Automotive Group

The Challenge

Penske Central Region Dealers wanted to maximize the effectiveness of their advertising spend and increase dealership visibility. Their objective was to enhance advertising impact through strategic added value placements, extending beyond traditional paid advertising.

The Approach

By leveraging extensive industry relationships, we negotiated one of the highest added value percentages. Strategically aligning with key media vendors secured additional exposure opportunities, ensuring Penske Central's advertising spend delivered maximum return.

The Results

In 2024, Penske Central achieved a remarkable 23% year-over-year increase in added value delivery, rising from 38% of total spend in 2023 to 58%. We secured an impressive \$1,198,583 in added value, representing 58% of the total advertising spend. Broadcast media advertising was optimized to enhance dealership visibility and audience engagement. By capitalizing on strategic negotiations and leveraging strong vendor relationships, Penske Central significantly increased the value of its advertising investment, demonstrating the power of expert media management in driving measurable business growth.

58%

2024 Added Value

23%

YOY Increase

Primary Marketing Objective

Increase Awareness

Featured Product Area

Broadcast Media Advertising

