

Achieve Your Business Goals

Case Study: Impact of Vendor Relationships on Negotiations

In 2024, Strong Automotive achieved an average 34% added value for clients, maximizing investment impact and driving exceptional results.

Automotive Advertising Agency in Birmingham, AL

www.strongautomotive.com



"20% added value is our baseline – never less. Stations understand this and consistently deliver even more. We always make it clear to new clients that it's not just a promise, it's a guarantee. If we can't secure that, we won't move forward with the media buy. It's part of how we ensure maximum return and success for every partnership."

*~John Paul Strong, Owner,
Strong Automotive*

The Challenge

Strong Automotive aimed to maximize clients' advertising budgets while significantly boosting their visibility. Their ambitious objective was to enhance advertising impact through strategic added value placements, pushing the boundaries beyond traditional paid advertising.

The Approach

By leveraging their extensive industry relationships, Strong Automotive was able to negotiate substantial added value during a political year, a time when overall added value is typically at a minimum. This achievement was particularly noteworthy given the competitive nature of the market during such periods. By strategically partnering with key media vendors, Strong Automotive unlocked extra exposure opportunities that would have otherwise been unavailable. These partnerships ensured that their advertising budgets provided higher returns for each of their clients, maximizing the impact of every dollar spent.

The Results

In 2024, Strong Automotive secured an impressive \$7,380,083 in added value, representing 34% of the total advertising spend of \$21,710,907. By enhancing broadcast media advertising with added value, they boosted dealership visibility and audience interaction. Through strategic negotiations and leveraging robust vendor partnerships, Strong Automotive significantly amplified the value of its advertising spend for each client, demonstrating how expert media management can drive tangible business growth and visibility.

\$21.7M **\$7.4M**

2024 Total Gross Spend 2024 Total AV Secured

Primary Marketing Objective

Increase Awareness

Featured Product Area

Broadcast Media Advertising



STRONG
AUTOMOTIVE