

Achieve Your Business Goals

Case Study: The Twins' Impact on Automotive Advertising

Thomasville Toyota and H&H Chevrolet have successfully used the Twins in their advertising, leading to significant market leadership.

Automotive Advertising Agency in Birmingham, AL

www.strongautomotive.com



The Challenge

The competitive environment included the usual cast of characters: TV ads with guaranteed financing, direct mail targeting recent bankruptcies, and billboards promoting no-credit-needed offers. To cut through this clutter, a new approach was required. Both Thomasville Toyota and H&H Chevrolet needed a unique strategy to stand out in a saturated market.

The Approach

Product merchandising is key to generating more traffic. However, with so much same-brand competition, creative approaches become more important. We developed a unique advertising strategy that leveraged the Twins to deliver superior merchandising in a distinctive format. Thomasville Toyota started using the Twins in their advertising in March 2017, while H&H Chevrolet followed in February 2018. This innovative approach helped both dealers differentiate themselves from their competitors.

The Results

For H&H Chevrolet, the use of the Twins and a heavy network television presence propelled them to routinely rank in the top three Chevy dealers in the state, consistently holding the #1 spot. For Thomasville Toyota, their Google Ads performance had significant improvements with impressions, clicks, and leads increasing dramatically. Additionally, SEO metrics indicate strong engagement with pages featuring the Twins. Thomasville Toyota has also achieved numerous accolades, including being number one in percent of sales objective for seven years in all of Southeast Toyota and a twelve-time recipient of Toyota's Prestigious President's Award. This success underscores the effectiveness of using the Twins in their advertising campaigns.

"At H&H, we've become synonymous with the Twins. Whenever there's anything related to twins, people immediately think of us. Just the other day, a local mom posted a picture of her twins on social media, and the comments were all about how they could work at H&H. Our branding has truly carried over, and it's clear that the public definitely connects us with twins."

*~Tom Coleman, Marketing Director,
H&H Automotive Group*

"At Thomasville Toyota, we believe in taking care of our customers and employees, truly treating them like family. Our advertising features the Twins, which has helped us create a strong connection with the community."

*~Chris Matchett, Managing Partner,
Thomasville Toyota*

About the Twins Maybe you've seen them on our television commercials or noticed them on our website. Wherever you've seen them, you've probably wondered, "Who are the Twins?"

The Twins are Jennifer and Shelly, our dedicated brand ambassadors featured prominently in our advertisements for top-notch dealerships.

Jennifer and Shelly both have decades of experience in the broadcast talent industry. While you won't find them on-site at a dealership, they frequently record our advertisements.

