

NIELSEN SCARBOROUGH

LANDING NEW BUSINESS WITH CONSUMER INSIGHTS

NEW BUSINESS DEVELOPMENT

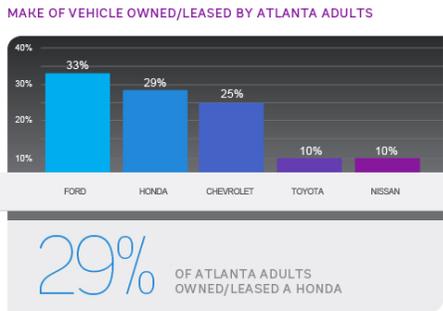
Prospecting for new business is challenging in today's environment. You've got to understand your potential client's market share, the competitive landscape of the market and the profile of the client's consumers. These are the types of insights that will set you apart from your competitors and help you build a successful relationship with your prospect.

THE CHALLENGE

An Atlanta advertising agency wanted to land a leading automotive account. But first, they needed to understand the key players in the market and determine the potential growth opportunity for the dealer, so they could make a compelling case. Strategically, the agency's approach called for targeted creative campaigns, focused on diverse consumer segments and the motivations that drive them.

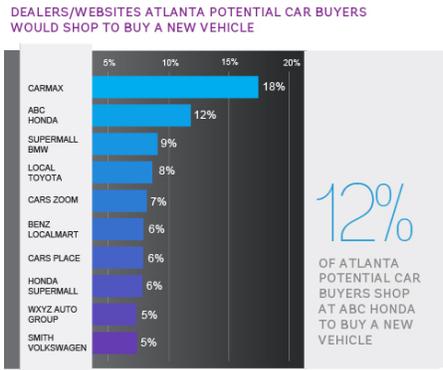
APPLYING OUR INSIGHTS

Using Scarborough, the agency was able to show the Honda dealership that their brand was the third ranked make of vehicle owned or leased by Atlanta adults; and their business was the top Honda dealership where potential car buyers might shop. We found that 8% of adults were planning to purchase a new vehicle in the next year, which was encouraging to both the agency and the dealer.



SOURCE: Scarborough Atlanta Local Market Study

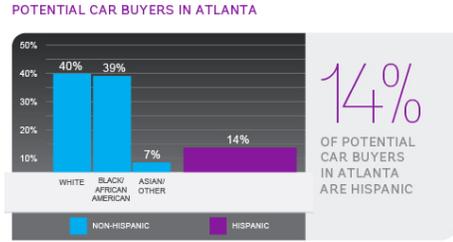
However, we also saw there was growing competition from online sites. In fact, the automotive websites had greater penetration than any individual dealer. Digital was going to be necessary not only in their advertising campaign but the dealer would need to help with their website sales development.



SOURCE: Scarborough Atlanta Local Market Study

AGENCY BUSINESS DEVELOPMENT

The agency was also able to show the dealer the true multi-cultural make-up of their potential car buyers. This made it clear that their mass-market approach of the past was not going to be effective in capturing the 10% of car buyers who are Hispanic.



SOURCE: Scarborough Atlanta Local Market Study

THE RESULTS

The agency landed the Honda dealer's business. And by illustrating their need to strategically expand their marketing efforts for increased ROI, increased their advertising budget by 20%. By continuing to use Scarborough to profile their consumers traditional and digital media habits, they planned and bought more effective advertising, and have enjoyed a long-term relationship with the client.

CONTACT YOUR NIELSEN REPRESENTATIVE TO LEARN MORE ABOUT SCARBOROUGH LOCAL MARKET INSIGHTS