



BRIEF

Safford Hyundai of Springfield was a relatively new point when they came to us and were struggling with consistency. The bottom line – they weren't making any money. We put together a full-scale strategy to include a wide range of digital and social marketing combined with a consistent Cable TV presence and owner body communication. STRONG then submitted a co-op request to Hyundai for additional funds in support of the plan.

FINDINGS

- Springfield and surrounding communities are affluent areas with median HHI near \$100,000.
- The majority (62%) of households that own new vehicles purchased them at dealerships located within 20 miles of their homes. Thirty-six percent bought them within 10 miles of their homes.
- 41,356 ethnic Koreans live in Fairfax County, VA, making up 62% of Koreans in all of Virginia.
- 146,272 identify as Hispanic or Latino but not Mexican, Puerto Rican or Cuban. These people cluster in Springfield and the peripheral of Fairfax County.
- People ages 55 to 64 have the highest probability of buying a new vehicle compared with other age groups.

SOLUTION

A multi-level strategy was required. Safford Hyundai of Springfield is located within the Washington DC DMA, a very expensive media market. The marketing plan would need to be strategic and diverse, and capable of appealing to 4 distinct target groups:

- Upscale Younger Families
- Upscale Older Families
- Upscale Koreans
- Hispanics

RESULTS – 2019

Within the first 6 months of our partnership they were turning a monthly profit and fast forward to our second year together (2019) where they will more than double total profits from the previous year.

