



## Tom Gill Chevrolet

For a car dealer, as with most retail establishments, traffic is king. If you don't bring people in the door, you can't close the sale. And Tom Gill Chevrolet had been experiencing diminishing traffic in the years prior to 2005. Up to the challenge, Creative Dimensions stepped in and went to work turning things around for Tom Gill Chevrolet.

We began by aggressively realigning Tom Gill Chevrolet's media plan. Based on the strength of broadcast TV, we developed and continue to craft copy that not only supports the overall branding message, "The Tom Gill Advantage," but also offers a strong call-to-action each month – differentiating Tom from his competition.

In the first year alone, Creative Dimensions drove more traffic to Tom Gill Chevrolet than the previous two years combined. In that year, Tom also moved from #8 in sales among Greater Cincinnati Chevrolet dealers to #3. And currently, Tom is rated the #1 Chevrolet dealer in the state of Kentucky. Despite the recent down economy, Creative Dimensions continues to increase traffic, sales and profitability for Tom Gill Chevrolet. In fact, sales are up an impressive 32% in 2010 through October.

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