



TESTIMONIAL

# Clear Channel Outdoor Drives Home Sales!

## Bo Williams is "the TOP SELLER for SUZUKI!"

### THE PROBLEM:

Bo Williams Buick/GMC Dealership had a reputation of being the largest dealer of GM new and used automobiles in the area. After the addition of Suzuki vehicles, Bo Williams' dealership needed to inform the potential buyers in the Ocala area that they now had available Suzuki inventory, in addition to the General Motors vehicles.

### THE PLAN:

Bo Williams had previously allocated most of its advertising budget to TV and radio. The Clear Channel Outdoor Account Executive demonstrated the increased reach and frequency that an advertiser can attain when outdoor is combined with radio and TV. By adding outdoor to the campaign, Bo Williams was getting more for the advertising dollars. After reviewing Bo Williams Suzuki's target audience, it was determined that the most effective product would be the utilization of strategically chosen 30-sheets for thirteen 4-week periods at a 250 GRP level.

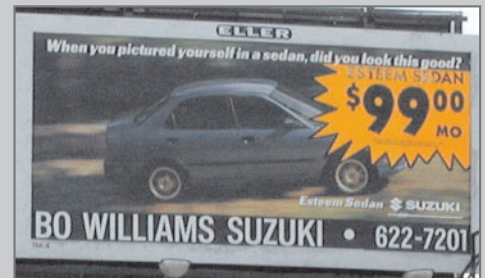
### THE RESULTS:

In a little over a one-year period, Bo Williams became the Number One Suzuki dealer in the nation, with a record of selling 159 units in one month. The introduction of outdoor into the advertising campaign proved to be an effective compliment to the dealership's preexisting advertising strategy.

### CUSTOMER SAID:

"...the outdoor program is where we have concentrated our efforts to promote the Suzuki product with great success. Thank you again for helping us become the TOP SELLER for SUZUKI! We look forward to continued sales growth for our dealership with our posting program."

Fred Demunk  
General Manager  
Bo Williams Buick/GMC/Suzuki



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"The Choice is Clear!"

