



TESTIMONIAL

## Brown's Honda Looks To Outdoor to Rev Up Sales

### "Outdoor Drives Sales to Brown's Honda"

#### THE PROBLEM:

Brown's Honda is a dealership in Glen Burnie, MD, selling both new and used cars. Brown's Honda had traditionally utilized TV, Newspapers and Radio for their advertising needs. In January of 2002, The Breakthrough Group agency turned to Clear Channel Outdoor for a customized outdoor advertising campaign for Brown's Honda.

#### THE PLAN:

A multiple winner of Honda's most prestigious honor, the Partners in Excellence Dealership Quality Award, Brown's Honda wanted to brand themselves as a customer-friendly dealership. Brown's wanted to increase awareness for their dealerships among their targeted demographic (adults 25-54) and their geographical targeted areas of Anne Arundel County and its adjoining areas.

Brown's Outdoor plan consisted of (1) Bulletin and (20) Posters in the Baltimore Market, some of which served as directionals to the Honda City and Toyota of Glen Burnie dealerships.

#### THE RESULTS:

Brown's Honda's two-month Outdoor campaign received a great deal of positive feedback from their customers regarding the Outdoor campaign. Outdoor proved to be a successful means of building awareness among both their demographic and geographical targets.

#### CUSTOMER SAID:

"Outdoor Advertising served as a strong branding medium. The bulletins provided heavy exposure of our message, while the 30-sheet posters allowed us to penetrate the targeted areas of the Baltimore market."

Jon Hyman  
Partner, The Breakthrough Group



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