

SERRA STERLING HEIGHTS WAS THE FIRST LOCAL CLIENT TO ACQUIRE A WALL IN DETROIT.

We'd been discussing walls with Serra since their inception in Detroit. In the spring of '22, we had the opportunity to take a wall walk with Serra and they became the first local client to acquire a wall at a rate exceeding \$18k per period. When it came time for renewal, we enjoyed lunch in the city, and there were no hesitations in renewing for '23.

STRATEGY & TACTICS

- **Objective:** Promoting Chevrolet's electric vehicles was their primary objective.
- **Strategy:** The strategy aims to establish the dealership as the go-to destination for automotive needs and specifically emphasizes the sale of electric vehicles.
- **Results:** "Being engrained in the fabric of the community is paramount at Serra Sterling Heights. We are part of the community and making a statement visually to that magnitude is bold! Being the #1 Chevy Dealer in the country is because of moves like this!"

- Ben Brown Managing Director



RESULTS

1.76 M

ANNUAL 18+ IMPRESSIONS

SOURCE: GEOPATH

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.FDAFDA