

# ESSERMAN INTERNATIONAL AUTOMOTIVE WITH PROVIDEO™ PRE-ROLL



Case Study: Esserman International Automotive



Pancho Diez Rivas, General Manager for Esserman International Automotive, was concerned about the expense of TV advertising in Miami and he was looking for a formula for a new approach. Pancho worked with UnityWorks Media and substituted \$100,000 of traditional media for \$18,500 in pre-roll campaigns to test the effectiveness of video pre-roll. Pancho selected 14 of his top models from Acura, VW and Kia. UnityWorks Media ran 28 campaigns (14 campaigns in English and 14 in Spanish) to focus on in-market shoppers.



The results were incredible. Two of the campaigns focused on the Acura ILX. Esserman's sales results of the ILX were one of the best in the entire nation. Esserman also ranked #1 with Kia new car sales in Dade County.

## **“ESSERMAN'S SALES RESULTS OF THE ACURA ILX WAS ONE OF THE BEST IN THE ENTIRE NATION.”**

For Pancho, he “loves video pre-roll” and he believes that we are just starting to understand which demographics respond the most to pre-roll. Pancho believes that he is “competing for the eyes of the consumer. Cable isn't as effective as what it once was and TV is very expensive. Pre-roll is one of the logical

choices to focus on.”

Pro-video allows you to focus on in market shoppers within a geo-targeted area around your dealership. ProVideo is also much more affordable than traditional media. It's the type of opportunity that traditional Pay-Per-Click was 10 years ago. Additionally auto dealers only pay for completed views of the advertisement providing prospect with the opportunity to move down the sales funnel.

