

CASE STUDY [Experian]



Challenge

One of the leading providers of credit information services to banks, financial services, and auto dealers, Experian sought to launch a new product/service to the auto dealer vertical including brand name, logo, graphic theme, and messaging.

Solution

Modern Marketing Partners benchmarked competitors, and created alternative branding concepts, including the tagline, Dealer Friendly, with the intention of overcoming negative perceptions of the previous auto dealer product/service offering. Testing confirmed the preference for the tagline, and graphic identity. Campaign elements included a brochure, dealer signage, postcard, sales letter, rear-view mirror hanger, business cards, and sales premium key chain.

Results

Experian launched AutoCheck nationally to the auto dealer vertical, realizing incremental sales penetration with top networks and brands. Feedback from sales personnel was very positive.