

## Dollar Rental Car

### Problem

How does Dollar Rental Car improve brand awareness with their target audience using the wave of new forms of advertising in an inexpensive way?

### Solution

By introducing a fresh cost-efficient media plan that increases brand awareness.

### Background

In the competitive landscape of rental car companies, traditional media is historically leveraged as a means to build significant awareness and consideration with the objective of gaining market share. The absence of Dollar from mainstream media has meant the brand's consideration and demand generation has deteriorated year-on-year for a number of years. Competitors are increasing awareness and, ultimately, market share at the cost of Dollar. Dollar will require a surgical investment that maximizes each marketing dollar to build consideration to successfully enter and dislodge competitors from the consideration set, in turn driving efficient demand generation. Traditional media requires a significant investment and long-term commitment to produce the momentum required to efficiently drive awareness, consideration and generate demand. Traditional marketing mixes are starting to show signs of losing demand generation efficiency due to rising costs, lack of programmatic targeting options and advertising avoidance such as DVR or web TV. Advertisers are working around the latter by ingraining into live sports and large events. This strategy (although potentially effective) is very expensive, needs extended seed time and demands a long-term commitment.

### Objective

Develop and implement a low-cost, targeted, always-on local marketing program that increases consideration and consistently generates efficient demand in key geographies for Hertz's Dollar Rent a Car brand. Brand message, "We never forget whose dollar it is." Positioning: "Good car at a price that works, leisure brand." Prime prospect: "Families on vacation, that need a good car at a price that works." What customers need to think: "The right value for the right car for my family."

### Strategy

Test markets off-airport: Chicago, Atlanta, Washington D.C., Miami, Phoenix, Houston, Dallas. Test markets on-airport: Miami (MIA) and Chicago (MDW). Each off-airport market included a combination of truck-side advertising, wallscales, bulletins, post-



ers, and transit media. On-airport media included charger station sponsorships, baggage claim take-overs, and key tension fabric banner displays. Each tactic was selected based on location, visibility, media value including low CPMs.

## Plan Details

Markets: Chicago, Atlanta, Washington D.C., Miami, Phoenix, Houston, Dallas.

Flight Dates: February 2018 - July 2018

OOH Formats Used: Truck-side, wallscales, bulletins, posters, transit, and airports.

Target Audience: Families on vacation that need a good car at a price that works.

## Results

Initial results measured from test vs. control markets address online visits and reservations. Dollar's test markets are showing double-digit growth vs. control markets. Results were pulled only a few months after the campaign start dates, which indicate early successes from the campaign.

