



GRAPHIC DESIGN
TV & RADIO COMMERCIALS
MEDIA BUYING
PHOTOGRAPHY

BRANDING & POSITIONING
AD PLANNING & SCHEDULING
MARKETING CONSULTANCY
VIDEO PRODUCTION

WEB DESIGN & DEVELOPMENT
PRINT ADVERTISING
INTEGRATED COMMUNICATIONS

Wagga Motors

BACKGROUND

Wagga Motors has been owned and operated by the Braid family for over 60 years.

From its humble beginnings at the Fitzmaurice street dealership to what is it today – a thriving third generation family business, with more than 100 employees and now the largest motor vehicle dealership in the Riverina.

“Our expertise is selling cars. Marketing is not our profession and we believe using JAM Media allows us to get on with what we know best and our marketing is handled by professionals who understand and live our company vision and truly work with us to deliver our objectives.”

– Richard Braid, Dealer Principal, Wagga Motors.

CHALLENGE

Wagga Motors was juggling different media channels themselves and finding it difficult to coordinate its advertising across the various channels. As a result, key messages were inconsistent and impacting negatively on the brand, and advertising spend was disproportionate with sales.

“Each day we would need time to see a TV rep, a radio rep and a newspaper rep. This was taking a lot of time and money. Our key messages were getting diluted too – there was a lack of consistency and our marketing was not holistic. Everything was a mismatch.”

STRATEGY

To ensure a good return on investment, JAM Media applied a strategic advertising plan that ensured consistent messaging, cost effective advertising schedules, a rebranding strategy and launch of a responsive website.

SOLUTION

Over the past 8 years JAM Media has implemented the following strategic solutions to promote Wagga Motors:

Branding and Positioning

Branding is an important component of business marketing and together with a more strategic approach to advertising, JAM Media redesigned the logo in conjunction with the Wagga Motors team. The taglines “Yes” and “has more choice” have become synonymous with Wagga Motors and are used as part of all advertisements and marketing materials. Additionally, JAM Media developed company merchandise such as caps, t-shirts, water bottles, and the team’s corporate uniform including ties and scarves.

Advertising & Production

As part of the overall advertising strategy, Wagga Motors utilises television, radio and newspaper advertising. JAM Media creates, produces, designs, writes, books and schedules all advertising campaigns on behalf of Wagga Motors. This ensures the most effective placement and mediums are selected for maximum effectiveness of all advertising campaigns.

All television commercials focus on branding, increasing awareness and knowledge about the car brands and services offered, while the majority of radio commercials are aimed at promoting brand orientated sales and are often aligned with print advertising. Print advertisements appear each week and are specifically placed to reach the desired target audience.

"The professional production, expertise and end result is incomparable to any media outlet we have used in the past. JAM portrays our business message correctly and you simply can't compare the finished product to our previous ads. Quality = JAM Media."

Graphic Design

JAM Media also designs various marketing collateral used internally throughout the dealership such as posters, rear-view mirror hangers, desk signage, flyers, brochures and banners. All are designed to show Wagga Motors branding, key messages and to catch the attention of potential buyers.

Responsive Web Design

As part of refreshing the branding of Wagga Motors, a clean, easy to use and responsive website was designed and launched late in 2013. It allows customers to book car services, request information about the various products and services,

provide customer feedback through a link sent to customers as part of the after-sales services, and they can search for cars and their relevant information and specifications.

"A lot of our customers take a look at our products and sale information. This is a first point of call for a lot of our customers. We needed a clean, professional and mobile friendly website."

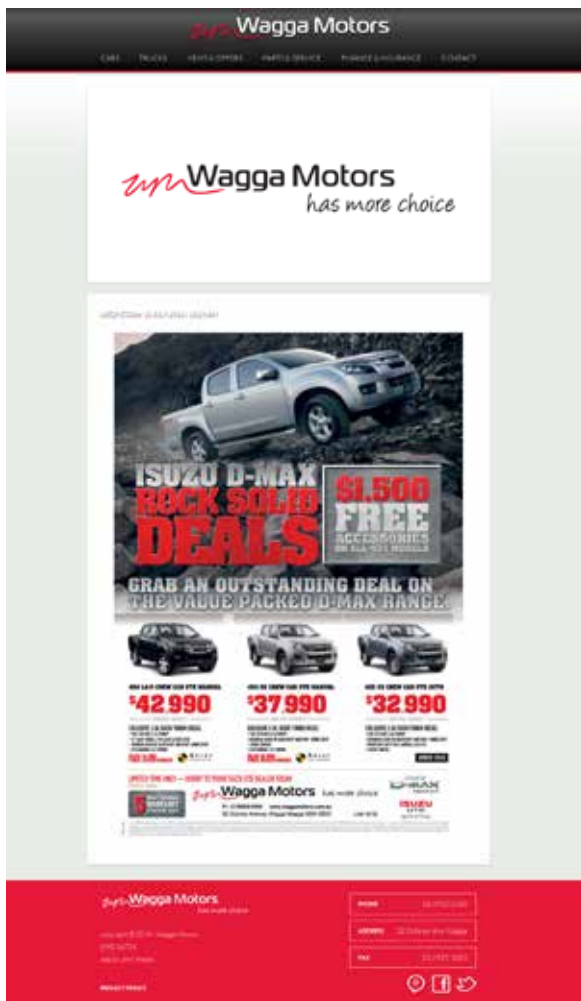
Photography & Video Production

JAM Media has also provided photography services for Wagga Motors including photographing cars for print advertisements and television commercials. JAM has also taken staff photographs for the website, and business photographs for use in all their after-sales videos that are emailed to customers.

RESULTS

Since working with Wagga Motors, JAM Media has assisted in creating a strong and recognisable brand in the marketplace, with consistent messaging, effective advertising campaigns and a leading online presence.

"JAM Media provides evaluation and tracking of campaigns and continues to generate brand awareness and has Wagga Motors top of mind in the marketplace. All of this has contributed to our success and our overall increase in the number of cars sold."



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