

PANDEMIC CAMPAIGN

Duration:
2020 - 2023

Role:
Creative Director & Visual Designer

Responsibilities:
Campaign Development, Storyboarding, Brand Strategy, Graphic Design, Video Editing, Animation, Team Management

↑ 13% INCREASED
Car Sales Over 2 Months

Pandemic Challenges

OVERCOMING ADVERSITY

The 2020 pandemic was here. And it brought with it a lot of pain for the automotive industry. Customers weren't leaving their homes, inventory was shrinking, and the costs were skyrocketing. We knew we needed to do something, even if customers weren't actively shopping, to stay in the minds of consumers and be the go-to place to buy a car when things began to return to normal.

While our clients were watching their car sales plummet month after month, we took action, turning the tide towards recovery.

Challenges

- Buyers wanted to stay home
- Buyers were worried about getting taken advantage of and charged a lot more
- Buyers changed their minds about what they prioritized, their family and friends, life goals and purpose
- Mossy Nissan had dwindling inventory to sell
- Car Buying switched to prioritize used cars over new cars

Goals Accomplished

- ✓ Maintain brand awareness and keep Mossy Nissan front of mind with consumers
- ✓ Turn car sales around, from consistently declining to steadily increasing
- ✓ Provide consumers with a renewed experience that supported them with their car buying experience during uncertain times

Navigating the Situation

CUSTOMER INSIGHTS

I had been working on crafting a new branding messages before the pandemic occurred, all of which focused around our customers and their long standing relationship with Mossy Nissan. The concepts connected family, generations, and memories with the values that Mossy Nissan shared.

Just as we were about to launch this new message, we pivoted to react to the market, and within a matter of days, we had uncovered a new message that better resonated with our customers during this unusual and uncertain time in all our lives.

Utilizing research we had already conducted, we set out to refresh our perspective with a more accurate and defined look at customers and the market as a whole.



Customer Research

Who Do We Sell To?

Mossy Nissan has been around for decades, which meant we had a lot of data at our fingertips to analyze. We crafted surveys and combined their insights with our current data, providing us with a clear view of the current customer and their needs.

We focused our attention on what they valued, and how Mossy Nissan could provide that value.

The Competition

Auditing Dealerships

We gathered insights after doing a deep competitive audit of all our competitor dealerships in the marketplace.

While all of them were struggling to stop the decline in car sales, they carried the same generic message about sterilizing and being safe, while still charging marked up prices.

Mossy's Advantages

Setting Them Apart

We looked at our client's unique sales process, analyzing the key differences that set them apart from the rest of the market. During this time, online car sales had become more popular. Dealerships like Carvana, CarMax, and VROOM were now direct competitors, making online sales a big part of our message.

They provided quick quotes, online buying and car delivery. Customers didn't know Mossy Nissan offered the same services, and then some!

Telling a Story

THE BRAND VALUE

Finding Value Proposition

How do we show customers that we care about what's most important to them now? We provide them with the one thing they wanted most. The key was recognizing how our customers, and the nation as a whole, had shifted their attention toward their lives, their family, and what actually mattered to them.

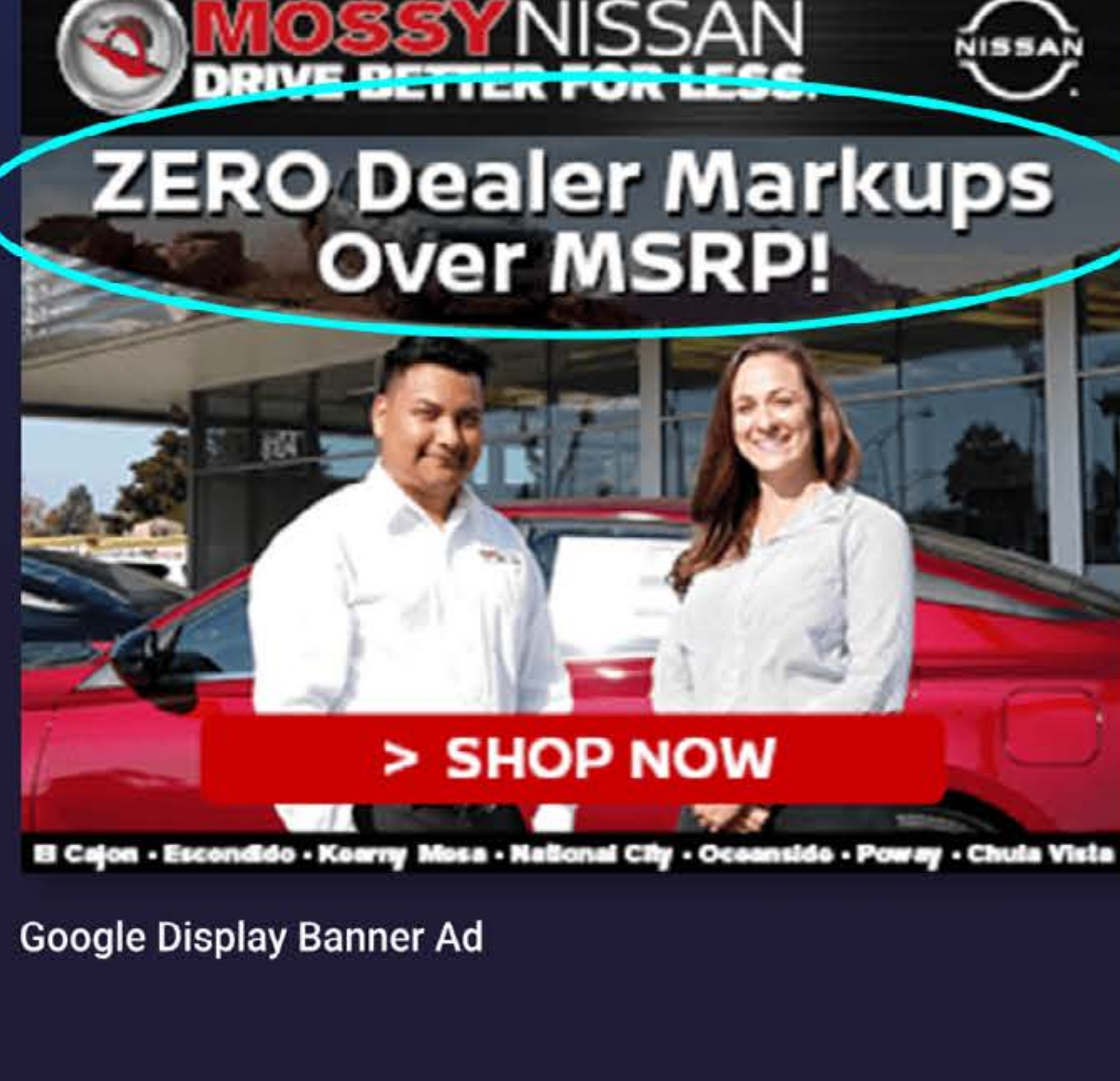
It was clear that Mossy Nissan's buying process could meet this new need, by giving customers more TIME with their loved ones, or to do what fulfills them.

Concepting The Execution

Using TIME as an acronym, I began to break it down, with each letter representing a key component of how Mossy Nissan's car buying process provided the consumer more TIME. Trade-in, Instant Quote, Mossy Value Pricing, and Extensive Inventory.

With the message clearly aligned, I dubbed the process the Mossy Way to Buy.

"Spend more TIME on the things that matter the most! That's the Mossy Way to Buy"



Google Display Banner Ad

The MVP

Mossy Value Pricing

With the campaign message and direction clearly defined, we focused our attention on the 4 different aspects of TIME, looking to find the most enticing asset Mossy Nissan provided.

The one that stood out the most was our pricing and the way Mossy Nissan was handling things differently from the competition. While other car dealerships were charging enormous markups on all of their vehicles due to the car shortage, Mossy Nissan wasn't. I decided to make this a defined aspect of our creative, adding No Markups Over MSRP to our Mossy Value Pricing message.

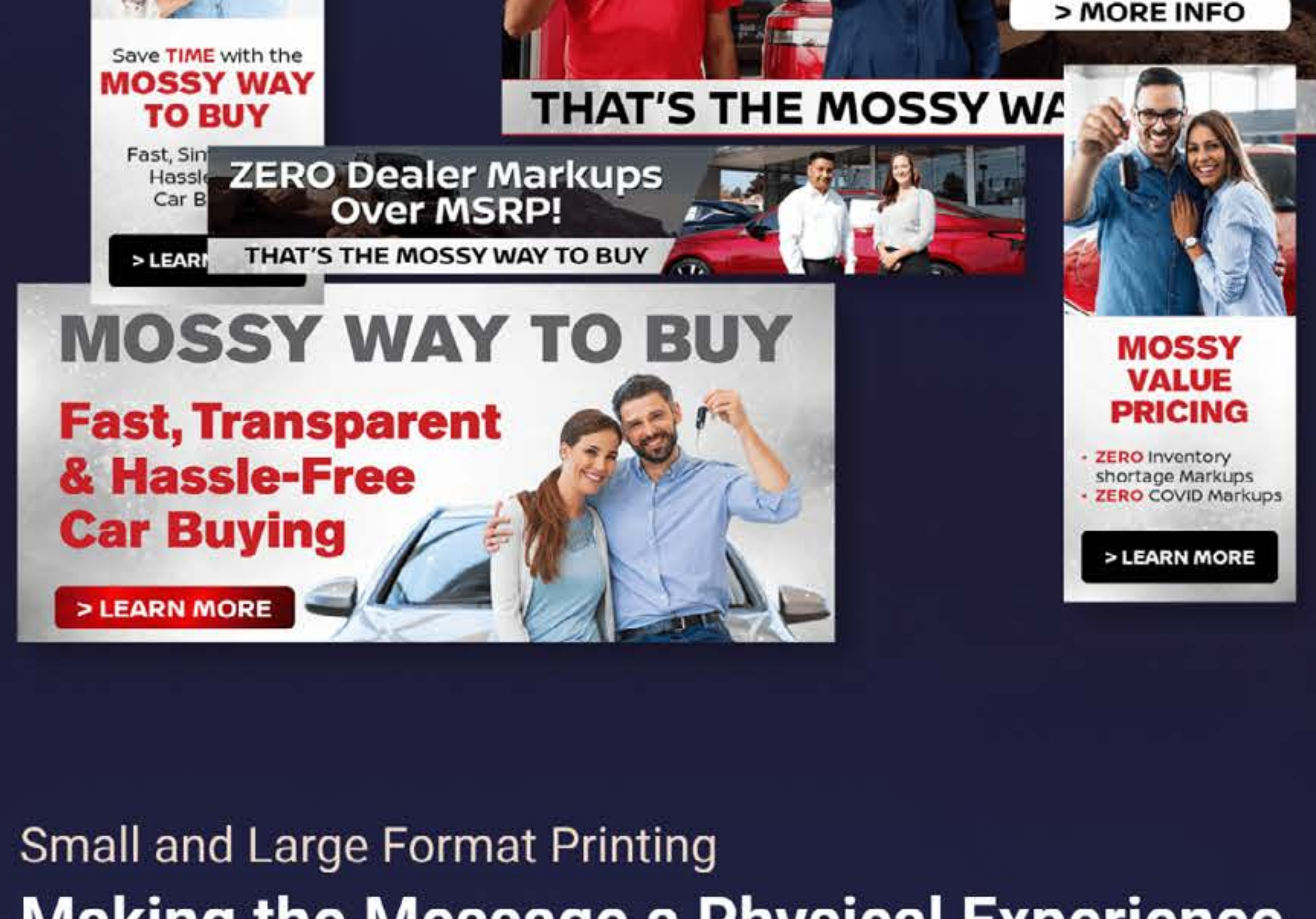
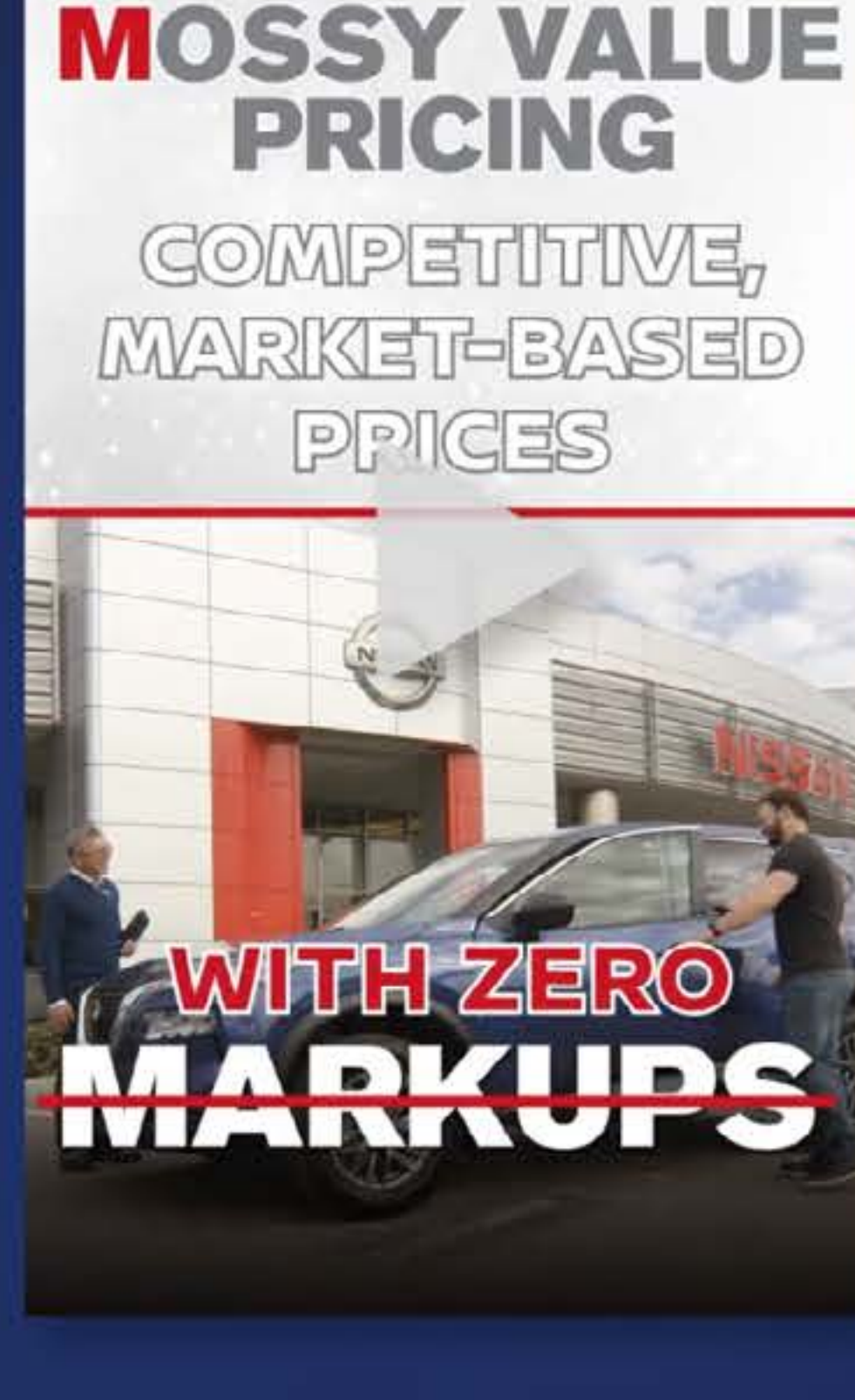
I designed a multitude of advertisements that focused on this aspect specifically, and ensured it was included in most other messages.

Show and Tell

Using Video to Tell The Story

Aside from our TV and OTT streaming advertisements, we had to make the breakdown of TIME as clear as possible, which meant showing it step by step through a visual medium. I developed a 1 minute video that we used on our website explaining the process to our customers.

With the visual breakdown complete, I set out to share the message over social media, using video as our primary method. This included video posts and reels that shared our Mossy Value Pricing message. We even had our local DJ influencers share what they value the most.



Website Content

Supporting the Brand

Since the primary place our customers were spending their time was the internet, we knew that we were receiving higher than normal website traffic. We put together banners that were deployed in multiple locations throughout the website to support the new branding message and educate the consumer on the benefits they receive when shopping with Mossy Nissan.

Small and Large Format Printing

Making the Message a Physical Experience

It's important that branding messages stay consistent wherever the customer may be, even within the environment where they do business. To keep the message consistent, we created new light pole banners for the dealership car lot that ran along the street on two sides and throughout the lot. Taking care to plan properly, I designed the banners to be read in sequential order as a customer drives down the street, regardless of which direction they were heading. I also designed supportive messages that showcased the value that we provide the customer, in line with what they value the most.

Car Lot Light Pole Banners



Car Magnet