

# Case Study

One of the leaders in its domain, World Express Service (WES) is a full-service transportation company with clients such as US Airways, Continental Airlines, and DHL. When we extended our services to WES, they were skeptical about working with a marketing agency run by youngsters. WES was unaware that these very youngsters had revolutionized car advertising. Not to brag, but Badere transcended the one to two car per city status quo, to a whopping 100 to 300 cars per zip code. OK...Back to the story.

So, our dialogue with WES went a little something like this:

WES: Who are the drivers?

Badere: The drivers are licensed motorists all over the U.S. They are screened thoroughly, and do a good amount of driving.

WES: What do I get from doing this kind of advertising?

Badere: Due to the high penetration that results from large scale car advertising, your brand increases in visibility, which brings your message closer to your target market.

Here's an example. According to the US Dept. of Transportation, the average American commutes for approximately three hours per day. Let's suppose you get 100 cars, and each is exposed to 10 motorists per day. Out of the 10 drivers, five people react to your ad, and only one results in a sale. This is equivalent to one sale per day for every car, or 30 sales per month for each car, or simply stated, 3,000 sales per month.

WES: How do I know it works?

Badere: Tell you what. We'll set up a special phone line for your campaign. At the end of the month, you'll see how many calls you received as a result of our ads. Will this work for you?

WES: Sounds good to me. But one more question, though. What if a vehicle with WES' ad was speeding, or got into an accident? Wouldn't that make us look bad?

Badere: We take measures to ensure your image is protected. Besides screening all drivers, we post signs to report reckless driving, as well as labels specifying that the motorist is independent from your company.

WES: Awesome! I'll take 150 cars in the Tucson Market for three months.

Badere: Great! We'll send you the contract next week. We look forward to working with you.

After we posted the signs, WES began receiving numerous phone calls. New clients poured into their store, and sales went up by 25%. The company received approximately 715 calls per month, half of which were sales. WES is still our client.

As we mentioned, we are obsessed with results. By the way, WES kept that phone line.