



## Understand-it

CarLotz was more than a brand new company. It was an entirely new way to sell or buy a used car.

Using the consignment model, CarLotz allows consumers to steer clear of the anxiety of the bad trade-in deal, avoid the work and worry of haggling with potential buyers or have to donate their car for a tax deduction. Instead, they can conveniently, securely and profitably sell their car.

Prior to our meeting, CarLotz had relied almost exclusively on word-of-mouth advertising, resulting in acceptable but not exceptional growth. It was time to consider other options.

## Question-it

We asked the leadership at CarLotz about their timetable for building the business, knowing that word-of-mouth advertising would take years to build a sizable business.

As we considered our options for accelerating CarLotz's growth, we questioned the conventional wisdom that says traditional advertising—TV, print and radio—isn't relevant anymore.

## Market- it

The word-of-mouth advertising that CarLotz had relied on is persuasive but slow to build, especially with a small pool of customers as your brand ambassadors.

Defying the conventional wisdom (as is our way), we realized there was an opportunity for CarLotz to grow more quickly if we got their impressive story in front of a large group of consumers through print, radio and TV advertising.

CarLotz liked our thinking but wanted proof that the strategy would work. So we began by testing print, then radio, and finally TV—all designed to introduce the CarLotz concept and, just as importantly, generate web traffic. For us, it's always about finding the best combination of media options for our clients, with a deep understanding of their goals, needs and budget.

## Measure-it

As a result of our efforts, traffic to the CarLotz website more than doubled and consignments increased month over month. To keep up with the growth generated by the campaign (plus other factors), the company has begun to explore additional business models to expand their access to consumers.

## SERVICES

### Research

Consumer surveys  
Focus groups  
Mystery shopping

### Brand Development

Brand audits  
Positioning development  
Logo development  
Corporate identity

### Planning

Marketing plan development  
Media plan development

### Advertising

Creative, production and placement of all forms of media advertising including:

- Online
- TV
- Print
- Radio
- Outdoor
- Direct Response
- Collateral

### Digital

Online strategic plan development  
Website audits  
Website design  
SEO/SEM Consultation and plan implementation  
PPC recommendations and implementation

### Media Relations and Corporate Communications

### Sports Marketing

Event and team promotion  
Product promotion

## INDUSTRY EXPERIENCE

Financial Services; Professional Training/ Services; Healthcare; Automotive; Education; Retail/B2C