

## ► DunkerGruppe ► Internet Campaign



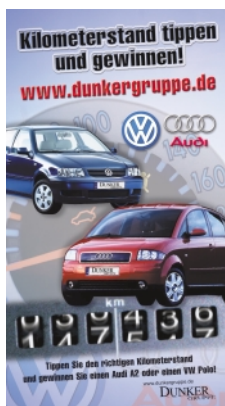
Contest



Public Relations



Radio Spot



Promotion Flyer

### ► The Challenge

Create and launch a Web site for the Dunker-Gruppe, a German car dealership group based in the Frankfurt area, through the use of an inte-grated communications strategy. The primary communication objective was to promote and generate interest for the newly created Web site, while also strengthening the image of the group. The long-term goals were the acquisition of new customers through the Web portal and a resulting increase in sales through the Internet.

### ► The Solution

ITMS Marketing created a highly interactive and user-friendly Web site that provides visitors with a fully searchable car database. A unique online sweepstakes competition, highlighting and incor-porating the DunkerGruppe's products, served as the centerpiece of the Internet communications strategy during the launch. Integrated marketing efforts included inspiring ads, captivating radio spots and extensive editorial coverage, as well as effective below-the-line advertising initiatives. The sweepstakes, with its sophisticated design and implementation, offered attractive prizes and provided the necessary momentum to deliver the advertising message to the relevant target groups and keep it in the forefront of the consumer's mind.

### ► The Results

The brand awareness level of both the Dunker-Gruppe and the new Internet site, as the impor-tant point of contact to the consumer, increased remarkably. In only the first two weeks of the campaign, the newly launched Web site recorded a record number of hits from 2,100 unique visitors and more than 24,000 page views. The campaign initiated a trend, which lead to the increased familiarity of the DunkerGruppe's Internet site among potential clients in the region. The user-friendly car database established a new sales channel and a significant increase in Internet sales leads.