

# REACHING CONSUMERS WHERE THEY LIVE AND WORK

If you advertise in markets or areas where there's a low penetration of potential customers, it can quickly waste your advertising budget. That's why determining the regions, local markets or trade areas to promote a retailer, product or service is key to efficiently reaching the greatest number of consumers.

Scarborough offers the capability of ranking regions or local markets against your consumer groups. Then we can illustrate the penetration of the market for the product or service and see how the market compares to the U.S. population. Trade areas can be created at the local market level to quickly pinpoint the greatest opportunities.

### THE CHALLENGE

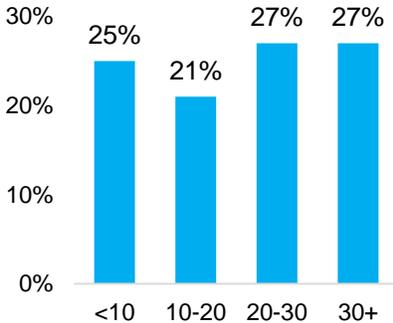
An advertising agency was working with a local dealership to secure incremental advertising dollars from a regional dealer association. They needed to prove that their market had a greater number of potential car buyers than the surrounding markets. Within the advertising campaign, they also wanted to focus much of the advertising budget on the specific trade area that would provide the highest percentage of their prospective consumers.

### APPLYING OUR INSIGHTS

In order to secure additional advertising dollars, the agency created a report to show their local market was in the top region for car buyers.

When creating the media campaign, the agency profiled potential car buyers' automotive behaviors and found that the majority of adults traveled less than 20 miles to purchase their last new vehicle.

**MILES TRAVELED TO BUY LAST NEW VEHICLE BY POTENTIAL NEW CAR BUYERS**



With Scarborough, they built a trade area based on the zip codes that fell within a 20-mile radius of the dealer. Then they were able to efficiently utilize their budget both by placing billboards on the roads most traveled within the trade area and a targeted direct mail campaign.



### GEO-TARGETING

We also helped them conduct a sponsorship analysis, where it was determined that their potential car buyers were more likely to attend high school sporting events. Our trade area analysis made it easy to select the high schools within their core geography.

### THE RESULTS

The ability to prove their local market was the top regional market for potential car buyers enabled the dealer to secure incremental advertising dollars from the regional car association. And geo-targeting within the trade area allowed the agency to effectively spend the advertising dollars on targeted campaigns that reached their core potential buyers.

**CONTACT YOUR NIELSEN REPRESENTATIVE TO LEARN MORE ABOUT SCARBOROUGH LOCAL MARKET INSIGHTS**