

A  
**CASE  
STUDY**

# Alberta Chrysler

**REC**  
media

**YOUR ALBERTA  
DODGE DEALERS**

**DODGE  
JOURNEY**



**WHERE BRANDS  
CONNECT TO  
COMMUNITY**

# THE OBJECTIVE

Alberta Chrysler wanted to find a **unique** and **effective** way to **engage** with their existing and potential **customers**; in an effort to:

- **Inform** customers about their current promotions and competitions.
- **Enhance** existing customer relationships.
- **Promote** new vehicle models.
- **Build** brand awareness among their target market.



# THE EXECUTION

Rec Media connected Alberta Chrysler with their desired **target market** by researching, coordinating and managing their campaign from start to finish.

We facilitated the production and installation of **22 Rinkboard Panels**, **14 Outdoor Banners**, **8 Golf Course bench backs** and **4 days of Experiential activation** - together with **double-page spreads** in the **City of Calgary Recreation Guide**.

The **static** advertising **mediums** were installed within **Calgary arenas** and **athletic parks** for a period of **36 months**; with several artwork change-outs occurring every 12 months!

# THE RESULTS

Together with the **eye catching** artwork, a unique out-of-home **environment** and captive **audience** - Alberta Chrysler successfully kept their brand top-of-mind in the community!

The **arena advertising** alone yielded approximately **11,878,152 impressions!**

