

Take a closer look at what our clients really think of our service.



Case Study



CCRMOTORCO.

Customer:	CCR Melksham Mitsubishi
Retailer:	Tesco
Location:	Trowbridge
Industry:	Car Dealership

“We’re very happy to work with Access Point, they’re very professional at all times and really added value to our business.”

Client Background

CCR Motor Company is the UK’s largest Mitsubishi Group with 9 Dealerships located along the M4 and M5 Corridors from London in the East, to Gloucestershire and West-on-super-Mare in the West.

“[In the past we have used] leaflets, sponsorship, signage in football clubs and Radio Heart FM... It’s hard to compare but venue marketing gives us immediate feedback and lets us track sales compared with others which are harder to measure”

The Campaign

CCR used the Tesco Trowbridge car park to showcase new and older models of Mitsubishi cars.

It allowed customers the chance to interact with the cars directly and talk to salespeople directly about the product as well as raising awareness of the dealership in the local area.

Results

20 x Leads per day on average

“[It had a] Positive impact on the business and raised awareness of our location within the local area... [there was] an immediate uptake in interest and the odd person coming back the next few weeks as a result of the placement.”

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