



# Automotive Retailing

The Leeds site is one of ten Carcraft locations in a network that stretches from Newport, South Wales, to Gateshead in the North East, together holding at least 8,000 vehicles in stock.

Originally founded by Frank McKee, Carcraft remains under the ownership of the same family.

**“David Gent Creative handled our TV advertising from the outset and always performed a first-class job, in their dealings with ourselves and the media. Their TV marketing expertise certainly contributed to the growth of the Carcraft brand, from a single site to one of Britain’s best-known car retailers, and I would unhesitatingly recommend their services.”**

*Noel McKee, Chief Executive*

It is not given to many relatively small, regional agencies to build a major TV brand. But thanks to astute use of the medium and a good working partnership, we have managed exactly that with Carcraft.



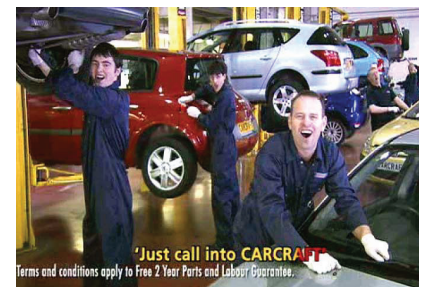
Having developed a specialism in new-to-TV advertising, we pursued Carcraft from the early days, convinced that its then-unique ‘used car supermarket’ offering was perfectly tailored to the impact and penetration of TV marketing, enabling it to reach a wider regional catchment area in the most cost-effective manner.

Car retailing can be a highly precise science and Carcraft painstakingly compiled data on customer footfall, trading peaks and troughs, key retailing days and seasonal fluctuations. Such feedback allows us to target specific days, dayparts, breaks and programming to reach a highly defined viewing audience. We have also developed bespoke TV monitoring systems that enable us to analyse cost per response and cost per conversion, on a spot-by-spot, station-by-station basis, to refine and enhance the airtime buying process.

Such a major TV spend necessarily entails intensive negotiations with the TV contractors, to secure the best possible year deals, without overcommitting the client on volume spend. As you will see from the comment below, we are not afraid to suggest budget costs where apposite, even though this impacts short-term on our earnings.

This demanding Carcraft account, together with our DRTV work for campaigns as diverse as debt management and overseas property, has greatly informed general TV buying and planning for all of our clients. This is of increasing value in the highly demanding and fragmented marketplace that is the current TV landscape. There is little doubt that TV buying is the most complex media assignment across the whole marketing scene, requiring precision, experience, flair and analytical skills, and we like to think we’re experts.

**“Sam Gent, who managed our campaigns and liaised with Carcraft on a day-to-day basis, enjoyed an excellent working relationship with our Marketing Manager, as well as other members of our administrative team, and always negotiated strongly on our behalf with the TV contractors. He was not afraid to recommend strategic reductions in our airtime budget and eliminate unnecessary TV expenditure, where this directly benefited our overall marketing plan.”**



**View a Carcraft commercial at [www.davidgent.com/television](http://www.davidgent.com/television)**

