

CASE STUDY

Steven Egell Toyota promotion at The Vancouver Quarter

Background

Steven Egell Toyota is the largest, award-winning, retailer for Toyota in the UK, with 17 dealerships spread over eight counties. These are in addition to four Lexus sites within the group. Being a family-run business, the company focuses on delivering an exceptional customer experience, selling both new and used cars, whilst running an established after-care service.

Venue

- The Vancouver Quarter offers 385k square feet of retail and leisure space, with an average foot-fall of 150,000 per week -300,000 per week during festive periods.
- Anchor stores include Argos, TK Maxx and New Look.

Aims

- The chosen promotional position was located outside some of the centres anchor stores, including TK Maxx and Superdrug and was large enough to fit at least two cars.
- The main focus was to raise awareness of the presence of Steven Egell Toyota in King's Lynn. Generating new customer footfall within the dealership, and increasing knowledge of some of their newer models – the C-HR and new shape Yaris.

Promotion

- Space to trade were confident that the promotion would work well at The Vancouver Quarter and that the display would present an eye catching 'point of difference' for visitors.
- Steven Egell Toyota were allocated space for two cars, which they alternated over a two week period.
- The promotion which included the new shape Yaris and the C-HR was manned at all times.
- Company branding was included with two large forecourt flags, for awareness and visual effect.
- The promotion allowed the public to have a hands-on experience, by sitting in the cars, and by the promotor being able to demonstrate some of the amazing features the cars have to offer.

Result

- The promoters were so pleased with the way the event was managed by Space to trade and their showroom host Katy Lewis, that Katy received a promotion and will be managing forthcoming events for the family run business.
- The Centre Manager at The Vancouver Quarter and visitors to the centre were delighted with the look of the promotion and the engagement that it received.
- Several leads were achieved and test drives booked, which resulted in customers buying their first Toyota Yaris. Following the success of the promotion, there are already have plans to run another promotion in the future which will also include more marketing and floor stickers.



'It's important as a business that we make the most of these opportunities. Being seen in the centre of the town that we're based in is the best way that we can connect directly with the general public.'

Its vital that any potential customers know of the quality of cars we offer, not just in our new cars, but our Toyota approved used stock as well.'

Katy Lewis, Steven Egell Toyota