

# Gordons Ford; Best Marketing Campaign of Year Is In Market Place, Selling 25 Cars

## Gordons



Customer

Gordons Ford

Location

Market Place  
Bolton town centre

Industry

Automotive



## Background

- A family-run business that has its roots as far back as the 1800s when they made horse-drawn carriages
- Started selling and maintaining Ford cars back in 1914 so can now offer customers over 90 years of experience
- Has always been in the same family and they have built their reputation on customer care, trust, familiarity and honesty
- Have four sites, all in Lancashire at Bolton, Wigan, Horwich and Walkden

## Venue

- Located in the heart of Bolton town centre
- A premier shopping destination, offering an eclectic variety of shops
- Weekly footfall of 150,000

## Mission

- Launch the new Fiesta
- Raise brand awareness and the profile of Gordons Ford
- Generate sales leads off the back of the promotion

## Execution

- Displayed 2 cars for 4 weeks: a Kuga and Fiesta - the Kuga was on display for less than a week and then it was replaced by an additional Fiesta
- There were members of staff on site to provide interested customers with further information, generate leads and arrange demonstrations / test drives
- Offered a prize draw to win a year's lease of the new Fiesta

## Results

- 3,098 data capture
- 25 cars sold overall with 5 direct from mall floor
- 24 Fiesta car sales and 1 Kuga

*"Our time in the Bolton Market Place has been the best marketing campaign we have run this year. It has been an amazing success with many sales directly attributed to the centre. In these difficult trading times - it's not a case of whether I can afford to do it - it's more a case of can I afford not to?"*

Cheryl Ashton  
Gordons Ford