

# HCMN CASE STUDY: Land Rover CPO

## Driving qualified traffic to Dealerships

### Components:

- Panel advertising with BRC distribution in clubs within a certain proximity to key dealerships in top markets

### Success Measurements:

- Exit survey research revealed nearly a third of those surveyed planned to learn more about Land Rover CPO, with 21% indicated strong interest in purchasing



((( Health Club Media Network™ )))

The Leader in Reaching Active People