

# WE CAN BE SUCCESSFUL TOGETHER

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## MCGEORGE AUTOMOTIVE

Brands Used: [Richmond Times-Dispatch](#), [Times-Dispatch.com](#)

### Challenge

While the Richmond Drives team was visiting Mercedes-Benz of Midlothian to interview and photograph Rod McGeorge, president of the McGeorge Automotive Group, McGeorge got the phone call he'd been waiting on: the group received authorization from Mercedes-Benz USA to become the Richmond region's only factory-authorized Sprinter sales and service location. **McGeorge wanted to get the news out in a hurry:** "This is very exciting," he explained. "Sprinter is a great product and we're eager to offer local contractors, delivery drivers, and transportation service companies a better alternative to their mobile businesses."

### Solution

The Richmond Media Group gets your important message to the market, quickly and effectively. McGeorge got the authorization phone call on a Tuesday. While his marketing team went to work to craft an official press release, the Richmond Media Group Advertising Creative Team designed and built a dynamic full-page feature to announce the news and to promote the Sprinter brand in Friday's Richmond Drives section. **Promotional features in Richmond Drives are value-added content for automotive advertising, and the McGeorge group had qualified for a full page promotion.**

### Results

McGeorge and his team were thrilled to see their feature page published so quickly, before other media groups could even pick up the press release. Nick Scola, the Sprinter sales representative for McGeorge, sent a note of thanks: "I just wanted to thank you again for the Sprinter profile in Friday's Richmond Drives. We received several calls as well as a handful of sales prospects due to that article. You and the RTD really helped us launch our new Sprinter product with a good shot of bonus awareness and excitement!"



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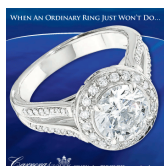
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