

New ideas

Dallas dealer gets 800 phone calls in one day using jingle written by owner

Combines catchy jingle with customized “vanity” 800 number.

Empire Suzuki opened in the Dallas market in November 2004. In February 2005, Empire Suzuki launched its ad campaign featuring a vanity toll-free phone number, 1-800-NEW-RIDE in a jingle – written by Tom Georgalis, owner of Empire Suzuki. Within six weeks the dealership received over 5,500 calls, with an all time high of over 800 calls in a single day.

Starting a new dealership in a large market like Dallas is tough. Mr. Georgalis, felt the best way to generate awareness for a lesser-known car manufacturer was to advertise aggressively and get calls coming into the dealership. The strategy for the dealerships’ campaign is to use a vanity toll-free phone number in a catchy jingle in radio and TV infomercials. Mr. Georgalis contacted 800response, a provider of Custom 800 toll-free numbers located in Burlington, VT and activated 1-800-NEW-RIDE to use in his advertising.

Using a traditional 800 toll-free number in the advertising campaign is important for Mr. Georgalis. “I grew up knowing that an 800 number means toll-free. And I know potential customers in our target demographic of 30-45 years old will also instantly recognize the 800 exchange as toll-free.” Mr. Georgalis compares 800 numbers to the newer toll-free exchanges like 866, 877 and 888. “These newer toll-free exchanges do not immediately register as toll-free in consumers’ minds. I want my customers to trust that when they call 1-800-NEW-RIDE, the call will be free and it is a legitimate business.”

For more information on 800response, visit www.800response.com or call 1-800-NEW-SALES. ❖