

# Gordons Ford



Feel the difference

**Background:** Gordons Ford is a family-run business that has its roots as far back as the 1800s when they made horse-drawn carriages. They started selling and maintaining Ford motorcars back in 1914 so can now offer customers over 90 years experience. Gordons Ford has always been in the same family and they have built their reputation on customer care, trust, familiarity and honesty. They now have four sites, all in Lancashire at Bolton, Wigan, Horwich and Walkden.



**Mission:** The client wanted to use this promotion as a platform for the launch of the new Fiesta and in addition, to raise brand awareness and the profile of Gordons Ford. They were also hoping to generate sales leads off the back of the promotion.

**Execution:** The client 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. Gordons also offered a prize draw to win a year's lease of the new Fiesta.

**Venue:** Market Place, Bolton Town Centre.

Market Place "A modern classic" development offers excellent opportunities for all types of promotional activity. Located in the heart of Bolton Town Centre, Market Place is the premier shopping destination, offering an eclectic variety of shops. Anchored by Debenhams, Zara & H&M.



## Results

The client reported the following results:

**3098 data capture / 25 cars sold overall with 5 direct from Mall floor  
24 fiesta car sales and 1 KUGA**

The client rated the service they received from **SpaceandPeople** as **10 out of 10.**

*“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. The response from the Bolton public has been tremendous – it would seem that taking our showroom out to the customers is definitely the way forward. I would definitely consider taking another stand in the Market Place. 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**