

AUTOMOTIVE

Bentley hires new advertising agency of record for targeted marketing

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Bentley Continental Supersports. Image credit: Bentley

By STAFF REPORTS

British automaker Bentley Motors is making it simpler for its North and South American dealerships to deliver targeted marketing with the help of a new agency partner.

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As Bentley's newly named Tier 3 advertising agency of record, Team Velocity Marketing will assist the automaker in delivering campaigns on a local, regional and national level. The brand's decision was partly driven by the agency's technology platform focused on the retailer level.

Localized level

Team Velocity Marketing will be focused on Bentley's retailer activity, establishing an integrated marketing program to optimize its network of 53 dealerships. A specialist in automotive marketing, the agency has also worked with brands including Lexus, Audi and Maserati.

The agency's Apollo Technology Platform will give each of these retailers a toolkit to customize advertising and marketing within certain parameters. Apollo helps users create and deliver campaigns across mail, email, print, Google, Bing and Facebook, as well as at point of sale.

Apollo also uses data to find the best prospects for a particular automaker, predicting not only who will be most likely to become a customer, but what model they will purchase based on behavior.



Bentley Atlanta dealership. Image credit: Bentley Atlanta

"We selected an agency that will deliver a first-class solution to support National and Regional marketing efforts, producing an engaging retailer experience for our customers," said James Pillar, director of marketing, Bentley Motors Inc. "Our decision to collaborate with Team Velocity Marketing was based on the agency's proven strategy for success, commitment to our brand, and its technology platform, Apollo."

German automaker Audi similarly empowered its national network of dealerships to coordinate tailored promotional initiatives while protecting its brand equity through the use of an online marketing resource database.

Audi claims that the technology has enabled dealerships to avoid paying high agency feeds by providing branded materials for local marketing efforts. The system also ensures that messages are aligned with the company's corporate branding strategy ([see story](#)).

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