

# 4 Tips

## To Make The Most Of Your Kelley Blue Book Awards

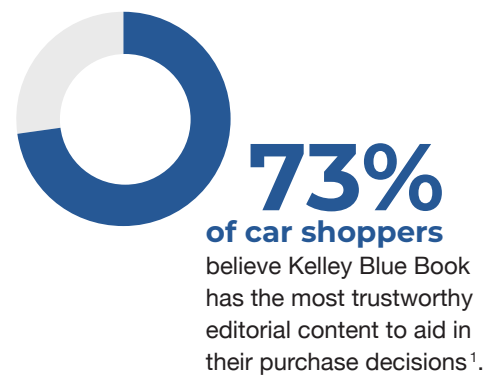


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In the sports world, a major win can transform a team, leading to big things for players, coaches and fans alike. For example, after a championship the media will shift their attention to the new reigning team, while former benchwarmers may rocket into the spotlight.

Why do sports championships hold so much sway – and how can the auto industry learn from them? Like a title or trophy, awards provide a jolt of admiration that can change how consumers view vehicles.

Just as a title win encourages longtime fans, awards can make consumers more confident in their purchase. And, like the emergence of bandwagon fans, awards can sway new customers to choose a vehicle from your brand over the brand next-door. To score big, dealerships should put these awards on display.



## Here are 4 Tips to Help Leverage your Inventory's Award-Winning Status to Drive More Value and Sales:

### 1. Promote Awards Across All Channels

Dealerships need to ensure consumers know about award wins.

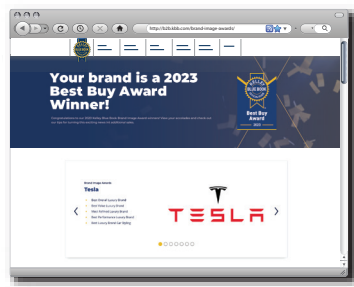
Awards can highlight a vehicle that has been on the market for a while or add a boost to a recently introduced vehicle.

It's important to remind consumers about award-winning vehicles multiple times, and cross-site promotion is crucial.



### 2. Use Consistent Messaging To Build Credibility

After receiving awards, dealerships need to promote these accolades with strong and consistent messaging. If they misstate the award or what it means, dealerships risk losing public trust. Dealerships should look at their messaging from the consumer's point-of-view.



3rd Party Sites

Is the messaging consistent and accurate?

Do you have proof of claims?

Do you provide validation to the car shopper with links back to a third-party site for the award?

### 3. Differentiate Your Dealership With Brand Awards

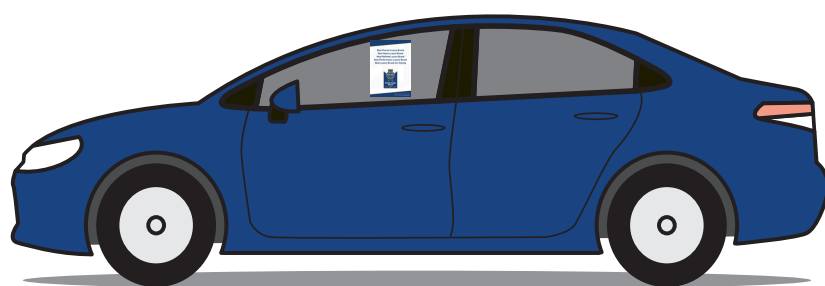
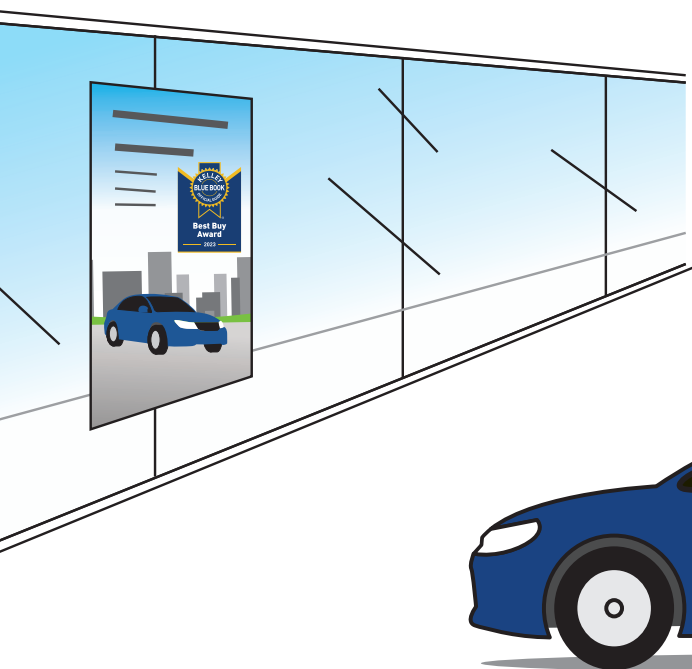
A championship win can be transformative. Take the Boston Red Sox as an example. Due to an 86-year drought, the Sox were considered a joke in the sports world. But they finally broke their streak by winning the 2004 World Series in an impressive turn of luck. Since then, the team has enjoyed a new wave of fans along with several more title wins.

Not only should dealers promote awards on specific vehicle listings, but they should also include them in overall messaging about the dealership online and in print.



### 4. Spotlight Awards In The Showroom

Athletes will show off their championship ring or MVP trophy for the rest of their careers. Dealers should treat awards the same way – by highlighting them.



1 - 2020 Awards and Accolades Pollfish Study. Cox Automotive research & Market Intelligence. December 2020.