

# ESTEY-HOOVER INC.

Advertising and Public Relations



## AN ESTEY-HOOVER CASE HISTORY

### WESTERN MANUFACTURED HOUSING ASSOCIATION

Consisting of all of the major manufacturers in the "Mobile Home" industry, this organization hired Estey-Hoover to change the public and governmental image of the industry and to change the branding from "Mobile Homes" to "Manufactured Housing". We were to:

- + Provide information to cities and counties, and their zoning commissioners, so that they would understand the quality and benefits of the products and be more inclined to ease strict requirements on the industry.
- + Improve the public's image and attitude toward manufactured housing.

#### METHODOLOGY

- + Establish a "Test Market" ----Fresno.
- + Conduct Focus Group Studies to determine advertising messages and questions for a primary research study.
- + Conduct personal interviews with zoning officials to determine their current attitudes and knowledge of products.
- + Conduct primary research via telephone interviews with mobile home owners and non-owners to determine current attitudes and knowledge of products.
- + Develop three television commercials to address the problems with a credible spokesman - Art Linkletter.
- + Saturate the adult television audience with six weeks of media exposure.
- + Conduct a post-media telephone survey to determine change in attitudes and product knowledge.
- + Rollout multi-million dollar campaign on a market-by-market basis in the West.
- + Support local retailers with advertising kits that included Linkletter posters, buttons, newsletters, ad slicks, bumper stickers and publicity samples.

#### RESULTS

- + 30.6% of the people in the post-campaign survey, admitted that the campaign had possibly or definitely influenced their thoughts about mobile/manufactured homes.
- + 21% increase in those people that believe that there should be no restrictions on where manufactured homes are placed (zoning).
- + 29% increase in those that agreed that manufactured homes are well constructed.
- + 34% increase in those that agreed that manufactured homes are a good investment.
- + 30% increase in those people who now say that they would probably or definitely consider a manufactured home for the next home into which they move.
- + Zoning and other legislation became much more favorable.

*"...Your efforts in public relations have been outstanding. We have been able, through your efforts, to greatly magnify the effect of our advertising dollars and ... develop a much improved image that has allowed us to establish ourselves...Your creativity in advertising has helped establish our position in the market...Our most recent television programming has been the most effective in history."*

Gary W. Pomeroy, Vice President Marketing