



WHEN COVID-19 LOCKED DOWN STATE BORDERS, CRAZY CLARK'S CAR RENTALS HAD TO QUICKLY PIVOT THEIR BUSINESS STRATEGY TO REACH A WHOLE NEW CONSUMER MARKET.

CRAZY CLARK'S CAR RENTALS

ABOUT

Peter Clark was the co-founder of discount variety store chain Crazy Clark's that became a household name right across Australia. Peter and his brother sold the business in 2002, and it later closed in 2014. At that time, Peter saw an opportunity to revitalise the brand within the car rentals industry, offering clean modern cars for rent in Brisbane with good old fashioned customer service and great value for money.

CHALLENGE

When Covid-19 stopped interstate travel to Queensland, Crazy Clark's had to quickly adjust their business strategy to reach a whole new market of customers.

SOLUTION

A new campaign targeting local consumers and offering a contact-less car delivery service was implemented, so people could replace public transport with driving in the safety of their own vehicle. This strategy was supported by updating Crazy Clark's Facebook Lead Ads and Search Engine Marketing campaigns with new copy, creatives, as well as audience and geo-targeting parameters.

RESULTS

The campaign was a huge success bringing in over 500 leads in the first cycle, providing month on month growth for the business and cementing Crazy Clark's position as a leader in the local car rental market. Peter has actually had to go out and buy 30+ more cars, because he just didn't have enough to meet demand.

"I wish I would have met ReachLocal 10 years ago. I have never dealt with such an international organisation focusing on small business."

*Peter Clark
Founder
Crazy Clark's Car Rental*