

Creative Branding and PR Transforms Parking Structure Into \$600 Million Annual Business

What began as a single parking lot for Los Angeles high-rise near LAX is today a fast growing nationwide business



CBS News gives WallyPark over 2 minutes of prime time coverage

Initial WallyPark news release sends press into a frenzy of news coverage



Click above to watch news coverage and listen to the attention grabbing, hilariously funny and effective WallyPark radio spot produced by BrandMob.



Project Goes Viral, Gets National Print & Network TV News Coverage

Parking garage opens its doors for the first time and gets substantial local and national network news coverage from ABC, CBS, NBC and Fox News. Also feature stories appeared on page one of the New York Times, Los Angeles Times, USA Today, and 150 others nationwide.



Background

Regency Development is a Dallas-based commercial real estate development firm serving financial institutions and the private investment community. It was enlisted to redevelop a financially troubled high-rise property near L.A. airport after the previous owners had defaulted on their loan. A review of the property revealed that the high-rise building was originally constructed with insufficient and cumbersome parking. A solution to the parking problem was not possible within the structure itself. It was therefore necessary to look elsewhere for parking.

Parking was already in short supply near the airport and the solution was to acquire an adjacent property and develop it as a parking structure in order to return the original high-rise property into a viable business proposition.

BrandMob was retained to create the branding, marketing, and PR program for this new parking structure to enable this business to prosper on its own.



Objective

- To develop an entirely new airport parking service offering, with a brand identity and positioning that would have broad appeal to the traveling public, and:
- To design a marketing program to launch WallyPark as the best known and preferred parking facility around L.A. airport.

Program Implementation

We designed a multi-faceted marketing and public-relations program, targeting both frequent flyers and leisure travelers, which would position WallyPark as a unique and attractive offering, including:

- The development of a product identification system to make WallyPark stand out in the minds of consumers;
- A press kit and news releases that were prepared for an initial news media "blitz";
- A trade campaign including trade-publication print advertising and regular editorial exposure through ongoing press releases;
- Direct marketing program to frequent flyers which included promotional offers and third-party endorsements; and
- Cross-promotions which included insertion of WallyPark promotional offerings in most major airlines' ticketing packets.

The product identification system we developed included special "WallyGuard" pads, installed between parking spaces, to prevent those annoying dents and dings that often occur when parking at the terminal or in remote lots

Our Campaign

In Los Angeles and surrounding communities, where people virtually live in their automobiles and at a time when consumers were inundated by "designer" everything, we positioned WallyPark as the world's first "designer" parking facility offering more services and amenities than any other parking lot around the L.A. airport area.



Frequent flyers are encouraged to join WallyClub for additional services and offerings.

Special services include guaranteed reserved parking space 365 days a year, instant radio-controlled luxury WallyShuttle, courteous valet parking attendants, internet, VIP lounge, car wash, detailing and oil change.

WallyPark raised the bar on airport parking with facilities offering an unmatched and affordable parking experience, including unparalleled convenience for travelers and unprecedented pampering for your car. Located conveniently near airports nationwide, WallyPark will change the way you travel.

Luxury WallyShuttle's transport travelers to and from their terminal every 5 minutes





SUBWAY: Also located within our WallyPark Seattle facility is the always delicious, always fresh, Subway.



MANGO: WallyPark features the hip Mango, Seattle's newest and most exciting Thai restaurant experience.

