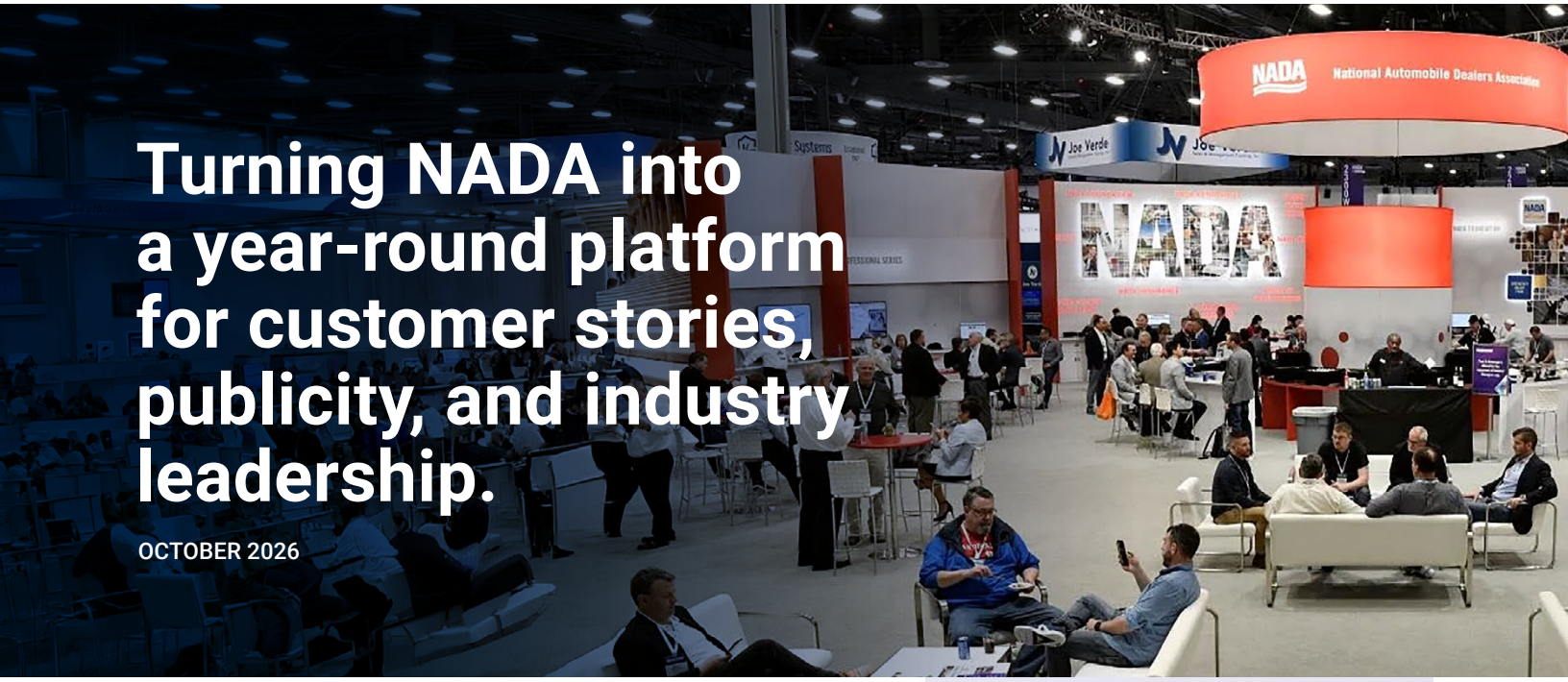
MERIT MILE



Turning NADA into a year-round platform for customer stories, publicity, and industry leadership.

OCTOBER 2026

Summary

A turnkey model for maximizing trade show ROI through strategic PR, media relations, customer storytelling, and efficient on-site video and photo production.

For more than a decade, Merit Mile has served as an embedded public relations partner to Protective Asset Protection, a leading provider of finance and insurance (F&I) products, training, technology, and dealer wealth-building solutions. As part of Protective Life Corporation, a wholly owned subsidiary of Dai-ichi Life Holdings, Inc., Protective Asset Protection operates within a global Fortune 500 enterprise.

That sustained partnership gave Merit Mile a working knowledge of Protective's business, leadership, audiences, and role across the automotive F&I and specialty markets. It also established the foundation for an integrated communications program spanning public relations, customer advocacy, video and photography, creative campaign assets, and industry thought leadership.

Protective

Services Provided:

- Integrated Public Relations & Media Relations
- Thought Leadership & Customer Storytelling
- Video Production, Photography & Content Creation
- Trade Show Marketing & Creative Support

How Merit Mile Helped:

- Maximized Protective's NADA presence and visibility
- Elevated brand awareness through media and thought leadership
- Captured customer stories through on-site video and photography
- Generated coverage and engagement with key industry media
- Created marketing assets that delivered value beyond the event

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Challenge

Protective sought to strengthen its presence among dealers and the broader F&I industry through a more connected communications approach—one that could pair executive expertise with credible customer experiences and extend those stories across media, marketing, and sales channels.

NADA in Las Vegas created an ideal opportunity. The show brought Protective executives, franchised dealers, agents, industry partners, and priority media together in one place. Rather than treating that access as a short-lived event moment, Merit Mile helped turn it into a coordinated platform for publicity, relationship-building, customer storytelling, and content capture designed to work long after the show floor closed.

When weather-related issues disrupted plans for the next phase of the testimonial series ahead of the following NADA Show in New Orleans, Merit Mile adapted the production model. Seven additional customer and dealer interviews shifted to a virtual format, enabling Protective to maintain momentum while preserving the strategic preparation, production quality, and creative consistency established at NADA.

Beyond the testimonial campaign, Merit Mile continued to support Protective's leadership position through ongoing PR and the company's annual F&I Trends Report. For five consecutive years, Merit Mile's marketing research team surveyed dealers nationwide, used the findings to identify the report's core themes, and translated the analysis into a polished publication for dealers, agents, partners, media, and other industry stakeholders.



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Solutions

Because Merit Mile was already integrated into Protective's communications program, work began with a shared business context rather than a lengthy discovery process. Before NADA, the team shaped each customer's story, developed tailored interview questions and scripts, prepared all seven participants, and identified the proof points most relevant to dealer, agent, media, and automotive industry audiences.

Merit Mile deployed a full camera crew to Las Vegas and coordinated production across multiple NADA settings. Participating agents and dealers were transported to and from ARIA Resort & Casino, where the team completed seven filmed testimonials and headshots in one production day. Merit Mile also captured video and photography on the NADA Show floor, documented Protective's opening-night private event, and created content that could serve both immediate communications needs and long-term marketing objectives.

That concentrated on-site effort yielded:

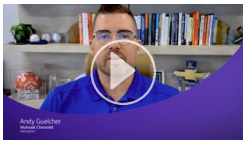
- Seven edited customer and dealer testimonial videos
- Seven print ads and 28 digital ads
- A dedicated landing page and seven video thumbnails
- A curated photo lightbox and reusable event-image library
- On-site video and photography supporting Protective's brand, sales, and marketing programs

For the second phase, Merit Mile applied the same strategic and creative framework in a virtual format using Zencastr. The team developed seven additional testimonial scripts, guided each remote interview, and supplied custom recording kits with straightforward setup guidance. This approach reduced travel and participant time, accelerated production, and delivered seven high-quality templated videos supported by customer and dealer imagery, digital ads, and landing page copy.

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Public relations expanded the campaign's reach. With NADA convening the automotive retail industry, Merit Mile managed on-site media activity and facilitated conversations between Protective leaders and priority outlets, including Automotive News, AutoSuccess, AutoFin Journal, and Auto Finance News. Merit Mile also coordinated a podcast interview series with Auto Hub Show recorded inside Protective's booth. This activity combined executive visibility with authentic customer validation, creating stronger connections between Protective's brand story, its thought leadership, and its market-facing communications.



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The Merit Mile Trade Show Advantage

Trade shows bring decision-makers, customers, prospects, partners, industry media, and brand leaders together in one place. Merit Mile helps clients turn that concentrated access into longer-lasting business value through coordinated PR, media outreach and interviews, strategic storytelling, creative support, and turnkey video and photo production.

From pre-show story development and media preparation to on-site execution and post-show content delivery, Merit Mile helps clients extend the life of their trade-show investment. Depending on a client's needs, that can include publicity and media relations, booth and experiential creative, collateral, in-booth demonstrations, customer storytelling, executive interviews, photography, video production, and a coordinated library of assets for use across earned, owned, paid, marketing, and sales channels.

The Protective NADA engagement demonstrates how this model can work: by combining media activity, executive visibility, customer testimonial production, professional photography, and event capture, Merit Mile helped turn a concentrated period of access into assets that could generate value across the communications program long after the event.







Planning for NADA? Do More With Less.

Bundle PR and media visibility with strategic marketing content creation while your executives, customers, dealer partners, and industry media are already in one place. Merit Mile helps turn NADA into an efficient source of earned-media opportunities, authentic customer stories, professional video and photography, and long-term marketing assets that keep delivering value long after the show floor closes.

▸ Talk to **Merit Mile**

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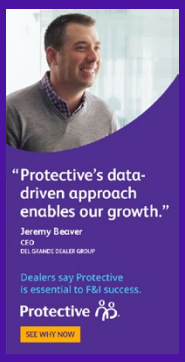
Results

Across both testimonial campaigns, Protective gained 14 distinct customer and dealer stories—seven captured in person at NADA, and seven produced virtually ahead of the subsequent NADA Show. Video, photography, print and digital advertising, landing-page content, thumbnails, and event imagery created a versatile library for extending those voices across Protective's communications program.

The NADA activation converted a brief, high-value period of onsite access into a substantial collection of reusable content. The virtual follow-up demonstrated that the series could continue despite disruption, while reducing costs, minimizing participant time, and accelerating delivery without sacrificing quality, consistency, or editorial discipline.

Media engagement at NADA and the five-year F&I Trends Report series added executive perspective and market intelligence to the customer stories. Together, the work generated hundreds of thousands of earned-media impressions and created a durable body of earned, owned, and paid assets to support media relations, thought leadership, brand marketing, and sales activity.









▶ **View the Protective testimonial series**

> *"We couldn't be happier with how smoothly everything went. The Merit Mile team was a pleasure to work with every step of the way, and we look forward to more opportunities like this in the future."*
>
> *—Senior Director, Marketing Strategy*

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Conclusion

The Protective engagement illustrates the advantage of a partner grounded in sustained industry knowledge and able to unite communications disciplines around a single high-value moment. Merit Mile connected public relations and executive visibility with customer storytelling, video and photography, campaign creative, event capture, and research-driven thought leadership.

Instead of existing as separate tactics, those efforts became a communications platform that Protective can continue to build upon as its market priorities evolve. More broadly, the work demonstrates how a trade show such as NADA can become not only an event investment, but also an efficient engine for awareness, credibility, relationship development, and long-term marketing content.

To start a conversation with Merit Mile, please drop us a line at **Hello@MeritMile.com** or call **561-362-8888**. To learn more about **Protective**, please visit **https://www.protectiveassetprotection.com**

MERIT MILE

About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

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