

DIRECT MARKETING

LOYALTY PROGRAM / ONE-TO-ONE VDP MARKETING

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

CLIENT: Automotive Company

PROJECT: Welcome Kit for new car owners

OBJECTIVES:

- Establish and design cost effective New Car Welcome Kits to meet new branding parameters
- Print, personalize and fulfill monthly Welcome Kits for new car owners
- Help "drive" the new owners to get their car serviced at the dealership where car was purchased
- Upsell the new owner on accessories, gear and rewards program
- Provide a template that can be leveraged across a variety of models

SOLUTION:

- Collaborated to design and print innovative and cost effective formats for multiple models
- Leveraged One-to-One VDP to allow for personalization throughout the entire kit
- Personalization includes local dealerships' service center contact information
- Developed a production method to customize tabs on a 1-to-1 basis

RESULTS:

- Platform ensures accuracy, saves time and provides confirmation for every New Car Kit
- Distributed over 1MM New Car Kits across 5 brands
- Increase in use of local dealership service centers for initial new car maintenance
- Increase in accessory and gear sales to new customers

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