



Automotive Industry Case Study

Car Dealership Uses New Buyer, Personalized Packet to Increase Loyalty

Introduction

A multinational automaker wanted to increase brand loyalty among new car buyers, while enhancing the customer experience. They wanted a marketing campaign that was unique to each recipient and chose to develop a mail piece that offered warranties and accessories, providing information specific to the car purchased by the customer. As a result, site registrations to enroll in the loyalty rewards program increased by 120%.

The Challenge

The automaker sought to expand the number of communication channels employed to increase loyalty to their brand. They wanted to create a personalized experience, eliminating a “one size fits all” approach. The marketing plan had to be relevant to the new owner in imagery and messaging, promote dealer services, and drive online enrollment in their loyalty rewards program.

The Strategy

The automaker chose to develop a fully customized and personalized digitally printed mailpiece consisting of a letter, brochure, card with a key fob, hanger insert, and closed-face outer envelope. Each guide was customized to match the customer’s new car – down to the model, trim level, and special features – and discussed special warranties and additional accessories applicable to the specific vehicle. The kit encouraged owners to register online to enhance their relationship with the automaker, and offered special discounts on local dealer services.

The Results

The mailing was perceived as a “must keep” reference item by the new car owner. As a result, site registrations to enroll in the loyalty rewards program increased by 120%. The welcome kit was recognized with a Direct Marketing Association Bronze ECHO Award in 2011.



Case Study Provided by **Quad Graphics**

Integrated Media Research Center – For more case studies, visit www.imresearchcenter.com

This case study is published with permission on the Integrated Media Research Center website.