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Project:	Rosetown Mainline Drives Sales with Cross-Media Campaign
Vertical Market:	Retail
Business Application:	Direct Marketing/Traffic Generation

Business Objectives

Rosetown Mainline, a Buick-Chevrolet-GMC dealership in Rosetown, Saskatchewan, Canada, wanted to drive traffic to an end of year sales event. They needed a cross-media campaign that would:

- Inform local prospects and past customers of the sales event
- Engage past customers to build loyalty and identify those with plans to purchase a vehicle in the near future
- Drive vehicle sales

Results

A multi-touch, cross-media campaign was developed by PDQ Post Group that met Rosetown Mainline's needs.

- Foot traffic - 220 total visitors to dealership during the sales event
- 1.2% response rate to unaddressed flyer – 120 visitors came to the dealership with flyer in hand
- Personalized postcard results:
 - 5.3% of recipients visited their Personalized URL
 - 4.2% of recipients completed a survey on the personalized landing page
 - 11% of survey participants expected to buy a vehicle within the next 30 days, 5% within 90 days, and 6% within six months
- 60% of the dealership's vehicle sales throughout the campaign month occurred during the sales event

Campaign Architecture

The “Twilight Days” campaign consisted of five components:

- (1) 10,000 unaddressed flyers were drop mailed to selected postal codes surrounding the dealership. The flyer included an incentive to encourage recipients to bring the flyer with them to the sales event
- (2) An email invitation was sent to all previous customers for whom the dealership had email addresses
- (3) 1,500 highly personalized postcards were sent to a select group of customers
- (4) The postcards directed recipients to a Personalized URL where visitors were asked to complete an online survey. The survey captured valuable information for sales call follow up
- (5) An advertisement was placed in a local newspaper for two week prior to the sales event

Dwayne, drive your 1999 Tahoe down to
Twilight Days
 before the sun sets on 2009!

- On-site credit specialists and second-chance credit
- Huge rebates up to \$16,000
- Wide selection of 2010 vehicles on ground
- Cash for clunkers rebates up to \$3,300
- Valuable *Alen Scrimshaw* print with every purchase

Rosetown Mainline Motors
 505 Hwy 7 West, Rosetown, SK S0L 2V0
 Sales: 877-979-7999
 Service: 888-600-2990
 www.rosetownmainline.net

Monday - Wednesday: 8:00am - 8:00pm
 Thursday - Friday: 8:00am - 9:00pm
 Saturday: 8:00am - 3:00pm
 Closed Sundays

Canada Post logo: 1202137

Rosetown Mainline and *Alen Scrimshaw* bring you...
Dwayne's Twilight Days
 December 14 to 19th with *Alen Scrimshaw* on location on the 19th

Blowout deals and receive a valuable *Alen Scrimshaw* print with every purchase.

You are part of a small sub-group of loyal past customers in line for an exclusive offer... Go to your very own website below before December 14th for your chance to win a *Alen Scrimshaw* print (no purchase necessary):
www.dwaynelawlor.twdays.info

Personalized postcard

Rosetown Mainline and *Alen Scrimshaw* bring you...
Twilight Days
 December 14 to 19th with *Alen Scrimshaw* on location on the 19th

Rosetown Mainline offers premium quality on-site credit services, including credit specialists, second-chance credit and credit counselling. Our goal is 100% credit approval.
 Receive one of *Alen Scrimshaw's* valuable prints with every purchase!

Did you win \$10,000!?
 Simply bring this flyer with your unique code to Rosetown Mainline between December 14th and 19th for winner verification.

It must be presented in person. Winner must sign and redeem card at dealership during event hours. Must bring a valid photo ID. Must be 18 years or older.

Unaddressed flyer

Target Audience and Messaging

The target audience for the personalized postcard was a select group of customers who had not purchased a vehicle from Rosetown Mainline in three years or more. The copy was designed to make the recipient feel special and build loyalty: “You are part of a small sub-group of loyal past customers in line for an exclusive offer...”

The copy for the unaddressed flyers was more general.

Offer

The personalized postcard offered recipients a chance to win a print by well-known local artist Glen Scrimshaw if they visited their Personalized URL and completed the survey. Anyone who purchased a vehicle during the “Twilight Days” sales event also received a free Glen Scrimshaw print.

The unaddressed flyers included an additional offer. Each flyer contained a unique code and recipients were encouraged to bring the flyer to the dealership to find out if they were the winner of \$10,000.



Landing page for Personalized URL

List

The list for the personalized postcard came from Rosetown Mainline’s customer database.

Creative and Outbound Piece

The creative for all of the components was developed by the service provider. The “Twilight Days” concept was chosen to describe the end-of-year time frame and tied in with the artwork by Glen Scrimshaw. The look and feel of the graphics was carried through on all campaign components.

Reasons for Success

Rosetown Mainline was very pleased with the success of this campaign and rolled out a similar campaign in February 2010.

Best practices learned from this campaign are:

- **Use multiple touches to gain attention.** Rosetown Mainline's customers and prospects heard about the sales event through multiple media – newspaper, email, and direct mail. This coordinated campaign helped ensure that customers learned about the sales event and remembered it.
- **Create a cohesive customer experience.** Using a consistent look and feel on all customer touch points for a campaign helps to move the recipient through your communications and to the desired action, whether that is visiting a Personalized URL, completing a survey, or bringing a flyer to a store.
- **Use an offer that will be meaningful to your audience.** Offering a print from a well-known local artist helped Rosetown Mainline connect with its audience.

Client	Rosetown Mainline Motor Products www.rosetownmainline.net Rosetown Mainline is a premier Buick-Chevrolet-GMC dealership in Rosetown, Saskatchewan, Canada. It's one of three dealerships that are part of the growing Mainline Group.
Service Provider	PDQ Post Group www.pdqpostgroup.com Headquartered just outside Vancouver, BC, Canada since 1991, PDQ is heavily involved in the direct mail business. Today PDQ has expanded services to include design, print, web marketing and distribution services. PDQ works with clients across North America and around the world.
Hardware	Xerox iGen
Software	Composition: Darwin Personalized URLs: MindFireInc
Target Audience	Flyers: Individuals in geographic region around dealership Postcards: Past customers who had not purchased a vehicle in three or more years
Distribution	10,000 unaddressed flyers 1,500 personalized postcards
Date	November – December 2009