

Kloster Motor Group – Stock Clearance Sale



ADVERTISER:

Kloster Motor Group

AGENCY:

The Essentials Group

INDUSTRY:

Automotive

CAMPAIGN PURPOSE:

Sales

MEDIA USED:

Direct Mail (Acquisition Mail), Press, Radio

Background

Kloster Motor Group is considered one of Newcastle's premier motor dealerships. They are a multi-franchise dealership offering nine big brands and a huge selection of new and used vehicles.

Objectives

Kloster Group wanted to attract people to their wholesale distribution centre for a three-day sales event to clear as many 2007 model cars as possible.

Strategy

Kloster Group's agency, The Essentials Group, were asked to develop a marketing strategy that would ensure potential motor vehicle buyers from the surrounding areas would hear about the event. As a result, an integrated marketing campaign consisting of direct mail, press and radio was recommended.

Acquisition Mail was the preferred delivery service for the mail component because it allowed Kloster Group to blanket the surrounding suburbs of Newcastle with an addressed mail piece at a reduced postage rate. They were also able to exclude any customers from the mailing that had recently purchased a new vehicle from them.

While Acquisition Mail ensured that 60,000 households in the surrounding areas were given details of the sale, Kloster Group supplemented this with local newspaper and radio advertisements to ensure it remained top of mind.

Creative solution

The mailing was sent in a standard white DL envelope and addressed "To the Motorist". This salutation was used to give an instant association and encourage the recipient to open the piece.

An A3 sized colour poster was inserted in the envelope with the headline "Massive Warehouse Sale" and details that "over 400 new cars must be sold - thousands and thousand\$ of dollars can be saved". Images and prices of a selection of new cars were shown as well as a detailed map of the sale location.

While this sale was located at the one distribution centre, Kloster Group liked the idea that in future they could hold sales across a number of their dealerships and simply change the address and/or map details in their mailing to reflect the location of the target audience.

Results

When asked about the results of the campaign, Michael Hartog, Director of The Essentials Group, said "The campaign was an overwhelming success. 420 buyers turned out and 74 vehicles were sold over the three days. This resulted in a return on investment of 273%". He continued to say, "I was extremely pleased with the results of the campaign and will certainly be recommending the Acquisition Mail service to other clients".

This campaign was delivered using Australia Post's Acquisition Mail service. For information on Acquisition Mail please visit www.auspost.com.au/acquisitionmail. This customer story is based on information provide by Essentials Group Pty Ltd on behalf of Kloster Motor Group and illustrates how one organisation has used Australia Post's Acquisition Mail service. Many factors have contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.