

Peter Stevens Motorworld



ADVERTISER:

Peter Stevens Motorworld

INDUSTRY:

Automotive

CAMPAIGN PURPOSE:

Sales / Traffic Building

MEDIA USED:

Direct Mail (Impact Mail)

Creative solution

The mail piece was in the shape of a Hyundai Getz. The number plate displaying the word "Getz" and the familiar "H" badge on the front ensured the consumer instantly recognised the brand of the vehicle.

Upon reading the piece, the consumer is advised of the numerous awards this car has won and emphasis is made to the car being "zippy" and having a "hot new look" - both terms the target market would find appealing.

Recipients were asked to call the dealership to arrange a test drive and take advantage of the special offer of a free upgrade from 3 Door to 5 door.

Background

Peter Stevens Motorworld trades through three retail outlets in prime locations across Ballarat. They sell in excess of 1500 new and used vehicles per annum across brands including Nissan, Hyundai, Saab, Chrysler, Jeep and Kia.

Strategy

Peter Stevens Motorworld wanted to promote the release of the new Hyundai Getz model. Winner of Australia's Best Small Car in 2005, the Getz is seen as the perfect entry level car for the youth market.

Females between 20-30 years of age were targeted as they were seen as the perfect market for a small, zippy car such as the Getz. Peter Stevens Motorworld offered recipients the chance to test drive the Getz and receive their very own special introductory offer on the vehicle.

Results

Peter Stevens Motorworld were delighted with the results of this campaign. They initially mailed 3,000 pieces which resulted in sales of 10 Hyundai Getz within the first month. The cost per unit was \$1.38 which Peter Stevens Motorworld considered to be an extremely low outlay for such a great response.

The role of direct mail

The underlying success factor of this campaign was the point of difference. Traditionally speaking, automotive dealers often advertise on television. Using Direct Mail, Peter Stevens Motorworld were able to get their message to the exact target market and Impact Mail allowed them to use a familiar shape that would ensure it stood out in the letterbox.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit www.auspost.com.au/impactmail