

Toyota – Primary Producer Promo



ADVERTISER:

Toyota

INDUSTRY:

Motor Vehicle

CAMPAIGN PURPOSE:

To encourage recipients to trade up

MEDIA USED:

Direct Mail (Impact Mail)

Background

The automotive sector is white hot, especially for 4WDs. As such, this vehicle manufacturer wanted to target primary producers who currently owned a Toyota and were due to trade up. They encourage them to purchase their new vehicle from the Toyota range.

Strategy

The mailings went to 16,000 current Toyota owners. The offer was two fold; a bonus music CD for taking a test drive, plus, a free Magellan GPS and Toyota 4WD Recovery kit valued at over \$1,000 if they went on to purchase a new Toyota Land Cruiser.

Creative solution

Through Impact Mail, this communication piece was designed to mimic the shape of the hand-held Magellan eXplorist 400 GPS. Using a stand-out piece was particularly important in this cluttered marketplace. The vehicle manufacturer wanted to see that this mailing jumped out and achieved instant cut through.

Results

At a total cost per unit of \$1.63, the mailing achieved a 4% response rate. This put the cost per response at \$25.04 which is a low cost per test drive and/or sale in today's very competitive vehicle market.

The role of direct mail

By using Impact Mail, the message could not be ignored. For those who were due to upgrade their vehicle, the compelling look of the piece ensured it gained immediate attention when recipients were sorting through their mail.

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