

ECO-FRIENDLY AUTOMOBILES

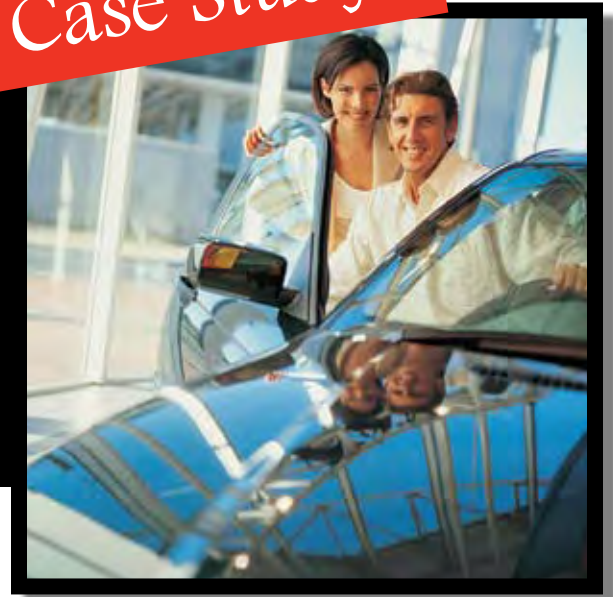
Case Study:

The objectives:

1. To raise awareness of a car manufacturer's eco-friendly automobiles
2. To get consumers to test-drive these automobiles
3. To position the brand in an eco-friendly light
4. To sustain long-term exposure of the brand in key communities
5. To sell more automobiles

The promotional solution:

1. Custom overseas TO4708 pre-consumer recycled full-colour tote bag
2. GP6704 sugar apple tree
3. CP4254 plug-in car blanket



THE CAMPAIGN:

Using mainstream media, raise awareness of any car manufacturer's eco-friendly automobiles. The public should be encouraged to visit their local dealer to test-drive the newest model of eco-friendly vehicle. And for a limited time, test-drivers will receive a no-charge/no-obligation gift, just for test-driving the vehicle.

The gift is a pre-consumer recycled tote bag decorated with a collage of the car manufacturer's newest auto-mobiles. Mixed through-out the artwork are eco-friendly motives and imagery. Depending on the campaign's budget, a GP6704 sugar apple tree can accompany the tote-bag as the test-driver's gift.

The strategy in selecting a recycled tote bag as the centre-piece of this campaign is that the tote bag has become one of the most effective promotional advertising solutions due to its massive decorating area and practicality; essentially making it a "walking billboard," but at a fraction of the advertising cost! There's a tremendous likelihood that the recipient of the tote bag will use it for his/her daily activities such as grocery shopping, thus promoting the car manufacturer's brand throughout the community for an extended period of time (we've seen examples of tote bags being used for several years after the campaign).

Philosophically, the recycled nature of the bag and the eco-friendly imagery on the tote bag aligns the car manufacturer with a movement that is being embraced by

populations everywhere. Recent market place examples of this type of successful eco-alignment can be seen with such retailers as Lulu Lemon and President's Choice, to name a couple.

And in order to maximize the cost-effectiveness of the campaign, one sure-fire way to reduce the unit-price cost is to use the collective efforts of several dealers across the country. With the participation of several dealers, units ordered can quickly go from a couple thousand to ten's of thousands and even hundred's of thousands. This type of volume purchasing can decrease costs anywhere from 10 - 60%. Furthermore, if the program is subsidized or partly subsidized by head-office, the campaign can be an extremely cost-effective promotion for dealers.

Slight modifications to the campaign can include a direct-mail campaign using a folding tote bag as the direct-mailer. The recipient of the tote bag is encouraged to bring-in the tote bag for a test-drive, upon which he/she will receive a gift. The gift can be as elaborate as a CP4254 plug-in car blanket or as simple as a "plant-it-yourself" GP6704 sugar apple tree.

However you modify the campaign to suit the needs of the dealership, the empirical evidence is showing that the effectiveness of tote bags in the mainstream promotional media mix is a winning solution. Try this campaign with insurance companies, truck dealers, car-rental companies, parts manufacturers, and a host of other companies. Good luck!

TO4708
LARGE RECYCLED
SHOPPING TOTE



GP6704
SUGAR APPLE
TREE KIT