

<b>Company/Organization</b>	<b>Buick</b>
<b>Industry</b>	Automotive
<b>Business Need</b>	Increase loyalty among current Buick owners and convert competitive car owners to Buick models
<b>Direct Marketing Solution</b>	<p><i>Description</i></p> <ul style="list-style-type: none"> <li>• Through a series of direct mail pieces, Buick worked to establish a “pre-ownership” feeling among prospective car buyers</li> <li>• Demographically segmented prospects were asked for feedback on what they were looking for in a car</li> <li>• These initial pieces only presented car models whose costs were suited to each segment – e.g. newsletters targeting 35-year-olds with two kids featured a Regal Century while well-off 60-year-olds received information on a Park Avenue</li> <li>• The final brochure incorporated the feedback from the prospective buyer including preferred model, car and features – e.g. if the prospect noted that safety features were important, the final brochure might include detailed information on airbags and anti-lock breaks</li> <li>• The final piece was a four-color 8.5” x 11” brochure with six pages</li> </ul> <hr/> <p><i>Variable Information</i></p> <ul style="list-style-type: none"> <li>• Picture of consumer’s preferred model in the color of his/her choice, personalized letter, name and address of consumer, information on features most important to consumer – including related images</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Advertising cost-to-sales ratio was less than 1.2%, which is a 56% lower cost per sale than the industry average of 2.7%</li> <li>• Total “lift” (improvement over previous owner campaigns) was 595%</li> <li>• Response rate was 6.36%</li> <li>• Nearly 20,000 automobiles were sold as a result of this campaign, generating \$494 million in sales revenue</li> </ul>