

How a Large Auto-Manufacturer Drove Their Message Home



Case Study

LEHIGH
DIRECT

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CLIENT

A full-service advertising agency which provides creative design, production, media buying and fulfillment to a broad spectrum of clientele. Clients range from regional businesses to Fortune 500 companies in industries such as automotive, telecommunications, insurance and other business services.

OBJECTIVE

Looking to drive traffic into the company's dealerships during the Men's NCAA Basketball Season, a large auto manufacturer engaged the agency to develop a marketing program which would fulfill their objective. The agency created a direct mail piece to be sent to their client's target audience and Lehigh Direct was charged with the production of the mailer.

CHALLENGE

The mailing was scheduled to take place in tandem with TV and radio spots during the Men's NCAA Basketball Tournament and was required to be in-home within a short time frame. Lehigh Direct's challenge was to produce a budgeted mailing within an extremely tight deadline.

SOLUTION

Traditionally, the automotive industry standard was to send simple postcards to drive in-store traffic, a program which takes little to no time to produce but held no CRM value. Lehigh Direct was able to introduce an alternative marketing solution which was innovative and within budget. Using Lehigh's advanced in-line system, and within a compressed timeline, Lehigh Direct was able to present a die-cut, barcoded ProCard[®] nested inside a six-page self mailer, successfully set up a schedule for press and dropped the pieces in the mail.

RESULTS

The ProCard[®] program was a success. The in-line solution Lehigh Direct presented was cost-effective and timely and the ProCard[®] provided a more targeted approach with barcoded information which fed back to the agency's client. The ProCard[®] helped drive foot traffic into the stores and subsequently created a demand for more mailings of its kind. The advertising agency continues to use the ProCard[®] across their client base.

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**LEHIGH
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**Creative Ideas
that Drive Action**