



*"I really like the variety of incentives that Odenza has available for us to use at any given time!" – Dave Van Ryk, Sales Manager.*



## The Industry

The Canadian automotive industry is one of the largest in the world and boasts a well-developed vehicle dealer network, plus an aftermarket organization which has grown into a world-class distribution system.



### **Bow-Mel Chrysler Ltd**

*Bow-Mel Chrysler Ltd. is a certified Five Star retailer with a large inventory of high quality new and pre-owned vehicles. The team at Bow-Mel Chrysler Ltd. continues to provide exceptional customer service by making the purchase process an enjoyable and rewarding experience.*

## Key Challenges

- Source a purchase incentive for their fall "Clearance Event" – to be included with consumer purchases of Chrysler vehicles.
- Carry out a successful fall promotion, to replenish existing Chrysler inventory with new models and meet the year-end dealership sales and inventory quotas.
- Implement an exciting incentive program used in collaboration with internal Customer Data-Management Systems, Web Advertising, Direct Mail, T.V. and local Radio Broadcast spots.

## Odenza Solution

- Fly Away N' Play Las Vegas vacation program; Las Vegas, Nevada was one of the top 10 travel destinations for 2007 among travelers.
- Easy registration and flexible upgradeable travel options. Suitable for auto dealers and typically used to influence consumers' purchasing.
- Quality eye-catching marketing and advertising materials – specialty balloons, referral cards, mirror danglers, posters, web banners and direct mail design for showroom appeal.

## Implementation

Odenza's Fly Away N' Play vacation certificate to Las Vegas was used in time for Bow-Mel Chrysler's annual fall "Clearance Event". The program was promoted via sale referrals, direct mail data-base readership; community radio broadcast spots, and they set-up marketing displays for showroom appeal and attraction.

## Key Marketing Benefits and Results

Odenza's Fly Away N' Play vacation incentives for Bow-Mel Chrysler established a greater presence within their local market. Bow-Mel Chrysler sold 50 plus new Chrysler vehicles in the last 3 months of the fiscal year alone.

**Odenza Client satisfaction rating: 10 out of 10**

*"Odenza is really good at what they do! Their customer service and expertise is beyond excellent!"*

*– Dave Van Ryk, Sales Manager*



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