

Project: ***Saab Germany - MainLine - DIMEDIA***
Segment: Direct Marketing/Loyalty/Traffic Generation

Program objectives

- Communicate with Saab owners via an individualized campaign, taking into account individual interests and needs and ensuring that each customer receives only the information that is relevant to them and their car.
- Stay in regular contact with Saab customers through dealerships to promote long-term customer relationships.
- Increase sales of accessories and services based on a customer segmentation for a target group-oriented communication.

Significant results reported by user

- One of the key success indicators is the increase in Saab Germany's sales. Compared to the previous year, sales of the advertised products and services rose by a total of up to 60%.
- Accessory sales per new vehicle were up about 20% on the previous year.
- Individual products from the summer campaign like an armrest or a key even recorded sales growth of more than 300%.
- A personal survey of about six dealers, and a written survey of 15, revealed a customer response rate of up to 10%, not considering services and follow-up sales of the dealers due to attractive offers like a remote-operated key.



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Digital Print Case Study Profiles

| Vertical | Manufacturing |
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| <p>Participants</p> <p>Client</p> <p>Print Provider</p> <p>Agency</p> | <p>Saab Germany GmbH Bad Homburg v.d.H., Germany Michael Helfer Michael.helfer@de.saab.com www.saab.de</p> <p>Saab is considered to be a creative carmaker with innovative approaches and a unique identity of its own. The German subsidiary of the Swedish carmaker has a network encompassing 120 authorized dealers.</p> <p>DIMEDIA Hanau, Germany Volmar Schon 49.61.81.9130</p> <p>Digital printer service provider offering full service - from concept, creation, and production to finishing.</p> <p>MainLine Marketing Communications GmbH Frankfurt, Germany Michael Härtlein Michael.haertlein@mainline-marketing.de www.mainline-marketing.de</p> <p>MainLine Marketing is a full-service communications agency serving the German market. They focus on "below the line activities" for their clients. MainLine Marketing developed and manages the campaign on behalf of the Saab subsidiary as well as participating dealerships. All the dealers' customer data, along with the orders for required material, are handled by MainLine. The pooled customer data are used to compile a database containing the versions for the three target groups and up to 20 prices per dealer. This database is the prerequisite for printing the mailing packages.</p> <p>To make handling and shipping of the mailing as simple as possible for the dealers and to reduce costs, the agency centralizes all mailings. Two critical cost savings stem from the centralization of printing activity and distribution. This means fewer ancillary and one-time charges as well as greater economies of scale. All while gaining the advantages of a customized campaign.</p> |
| <p>Value Proposition</p> | <p>Cost reduction and increased dealership participation. As noted previously, MainLine was able to communicate the value of centralization to achieve significant cost savings. To date, they have cut the processing cost by over 50%. More importantly, they have increased dealer participation. By creating an easy-to-use system and implementing a discounting program, dealerships have fewer possible objections. Additionally, with the results of personalization, dealerships would be walking away from a more effective marketing campaign if they chose not to participate.</p> |

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| <p>Equipment</p> <p>Hardware</p> <p>Software</p> | <ul style="list-style-type: none"> • NexPress 2100 • Quark • Adobe Acrobat • NexTreme DL-100 |
| <p>Program</p> <p>Target Audience</p> <p>Distribution</p> <p>Date</p> <p>Description</p> | <p>Saab owners</p> <p>Up to 18,000 mailings per campaign, containing over 140,000 target group-specific, special-offer cards. Three times per year</p> <p>Spring, summer, and fall/winter</p> <p>Saab is well known for their innovative approaches and a unique identity. Therefore, the idea of a personalized campaign, working from dealer-specific communication to select targeted classes of customers, was a natural means of establishing and maintaining the dealer-customer relationship. Today, 120 German Saab dealerships use this three-campaign-per-year approach to maintain this relationship.</p> <p>In the past, the German subsidiary relied on corporate mailings and advertising materials for individual products for the customer communication; dealers had very limited templates from which they could make minor adjustments. Their customer contact program on the Internet allowed dealers to download templates (e.g. for letters). However, the disadvantage of this type of communication was that a dealer could not adapt the templates to suit their needs. Moreover, local production by each individual dealer made it impossible to guarantee uniformity of corporate design, as well as increasing production costs for the dealers. Two other obstacles to effective communication were that dealers, not corporate, manage the customer contact information so centralized marketing that can only reflect recommended as opposed to actual prices, frequently was not going to the appropriate postal address or person. These problems that eroded the value of the campaign left it very imprecise and inflated costs.</p> <p>The challenge for dealerships was to identify a way of leveraging corporate advertising while increasing the follow up expenditures on parts and accessories. After market sales strategy is tied to the corporate brand and identity but is very much a revenue generation engine for the specific dealership. Therefore, the success of this program is crucial to both levels of the organization.</p> <p>The centerpiece of the new mailing campaign is to offer Saab owners specific accessories and services based on their vehicle type (segmented by vehicle age) and stemming directly from the relevant dealership. For each campaign, special-offer cards are designed for every accessory and every service. For dealers, every card is presented in detail, both on separate order forms and online as a template. The dealer can enter his price for the respective accessory or service, either on the order forms or in the online</p> |



Digital Print Case Study Profiles

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| Description <i>(continued)</i> | <p>card templates, and instantly order the necessary amount of material needed. In addition, the part numbers necessary for calculating offers are included in the order forms and also stored online.</p> <p>In an effort to more effectively target Saab customers, they have been divided into three segments. Target group one represents new vehicle owners with cars less than three years off the floor. Target group two includes customers that are dealing with "mid-life" vehicles ages three to six years. Finally, target group three represents owners of vehicles more than six years old.</p> <p>For the three target groups and their various interests, Saab Germany defined special offer packages, comprising accessories and services. To communicate these offers, Saab's agency, MainLine Marketing, developed a variety of advertising materials such as mailings, showroom decorations, posters, and newsletters, which the dealers can order for the campaigns as required. Because each dealer sets their own prices for accessories and services, the campaign had to provide that level of direct dealership involvement.</p> <p>Individualized marketing enables the Saab dealers to offer their customers specific accessories and services via mailings. In this context, particular attention is paid to ensuring that each customer is sent only the information and offers that are relevant to their car. Based on the campaigns implemented to date, sales of the advertised products have increased by as much as 60% over the previous year.</p> |
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