

**PROJECT: *TOYOTA EUROTUNNEL POSTCARD***  
**Segment: Direct Marketing: Lead Generation**

*Program objectives*

- Promote Toyota cars through a personalized mailer designed to hook the receiver's attention.

*Significant results reported by user*

- Consumers received requested postcard within four days .



Segment	Direct Marketing: Lead Generation
<p><b>Participants</b></p> <p><b>Client</b></p> <p><b>Print Provider</b></p> <p><b>Creative Agency</b></p>	<p>Toyota, <a href="http://www.toyota.com">www.toyota.com</a></p> <p>CMYK, <a href="http://www.cmyk.co.uk">www.cmyk.co.uk</a>, printed the Toyota personalized postcards on a Xeikon DCP/50D.</p> <p>Saatchi &amp; Saatchi, <a href="http://www.saatchi-saatchi.com">www.saatchi-saatchi.com</a>, one of the world's leading creative organizations with almost 7,000 Saatchi &amp; Saatchi people in 152 offices in 92 countries.</p>
<p><b>Program</b></p> <p><b>Target Audience</b></p> <p><b>Distribution</b></p> <p><b>Description</b></p>	<p>Potential Toyota customers.</p> <p>1,500 postcards printed to date.</p> <p>To attract the attention of potential customers and stand out from other promotional mail items Saatchi &amp; Saatchi developed this personalized postcard mailer for Toyota.</p> <p>During the summer months consumers entered one of two photo booths, set up beside the Eurotunnel Customs, to have their picture taken for free. The consumer then selected a background scene (mountain landscape, beach, etc.) and was prompted to enter personal information. This collected information was used to build Toyota's target market database.</p> <p>CMYK connected with the database and collected four days worth of data at a time. CMYK then used this data to produce personalized postcards including the consumer's image, selected background, and a targeted message from Toyota offering a test-drive and Eurotunnel discounts.</p> <p>Individuals who had "commissioned" the personalized postcard received it within four days of their visit to the photo booth.</p>



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 DIGITAL PRINT*

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