

# IDEAS: Automotive Businesses

## Announcements & Handouts

Put your message in the hands of potential customers with affordable items designed to keep your message in view days, weeks, and months after the first contact.

Handouts are great for events like town festivals, parades, ball games, and car shows.



## Thank-You's

Show your customers how valuable you consider their business. Leave them in the car after service or hand out when they purchase goods.

These items are great for customer-retention, and they'll put your name in front of their families and friends.



## Incentives

Entice potential customers by offering a reward item. Gifts can be given for taking a test-drive, signing a contract, purchasing a certain amount of goods, or for repeat business or referrals.



## Event Sponsorships

Put your message on souvenirs or "goodie bag" items for participants and/or spectators at car shows, races, grand openings, golf tournaments, sporting events and more.



**Objective #483:** Say, "thank you" to a client for getting an oil change.

**Solution:** Leave Stainless Steel Travel Mug (available on our web site) in car after each oil change.

**Result:** The client will use the item (or give it to friend/family), be reminded to get oil changed, and think of this oil change center for the next one. Item will also act as a "walking billboard" as the client uses the item.



**Objective #100:** Let the public know about a dealership's grand opening event.

**Solution:** Dealership pairs up with a local radio station, to give away Coolies at concerts, car shows and racetracks prior to Grand Opening.

**Result:** Grand Opening traffic increased, and customers had a nice take-away.



**Objective #10053PCS:** Newly-opened tire dealership wants to "get their name out there" and help a nearby school with a fund raiser.

**Solution:** Tire dealer donates the Baseball Coolie, pairing it up with the information for the tire dealer on one side and the baseball game schedule on the other.

**Result:** Generates interest in new dealer and raises money for the school.



**Objective #21002:** Used car dealer wants something for customers to put new-purchase paperwork into – so it can be kept together and protected.

**Solution:** Place the buyer's paperwork in the zippered horizontal bag, sized to fit in the glove box.

**Result:** Dealer's contact info was printed on the outside of the bag, and documentation remained easy to find. Dealer also included coupons for discounted maintenance services to promote longer vehicle lifespan, enhancing the perception that dealer sells quality cars.



**Objective #481-SECO-4CP:** Encourage public to come test drive a new hybrid car.

**Solution:** Advertise the EcoFoam2.0™ insulated water bottle with four-color process photo of the car, stating, "free with test drive".

**Result:** Generated more traffic than advertising the car alone, and reiterated the eco-friendly nature of the car by using a reusable container with insulating wrap made from recycled products.