



1. Creative

Appropriate concept generation and media application.

Voice Response, pre-approval, campaign reminders and follow up with program headquarters.



4. Data

Dealer and Customer Satisfaction Surveys confirm response ROI, attitudes and opinions, sales match traffic and creative element impact.



3. Support

Dealer Guides explain campaign timing and creative for follow up and support.

Dealer Enrollment delivers support for manufacturers and associations.



E-Mail Promotions—Four color HTML opt-in email promotions invite consumers to download entry forms, gift certificates, enter a relationship building exercise and link to a site landing page with back end data-driven optimization.

2. Media

Online Advertising Solutions—standard, custom and other special treatments.

Retail Point of Sale (POS), display materials—window stickers, banners, dealer kits, danglers generate involvement.

Promotion Incentives generate response, traffic, and sales.

Integrated Promotional Support