

Valassis

Success STORY



Media Vehicle: Integrated
Solution-Automotive

Valassis' Integrated Solution Drives 13,800 Redemptions in 2 Days!

Challenge

- Generate awareness and trial (test drives), among Hispanic consumers, of the vehicle featured at the promotional mall event.

Results

- Consumers' response exceeded the automaker's expectations!
- The coupons were redeemed for the automotive beanies. The supply of 13,500 was exhausted in less than 2 days and 300 truck replicas were handed out as back-up.
- The redemption rate for this Integrated Solution was 4 times greater than the average for Hispanic promotions.

Insight

- "The Hispanic market is a priority for [the Company]. Our company is committed to bringing Hispanic consumers the best products and services, and to communicating them in a culturally-relevant way." Marketing Director at the Automotive company

Source: Hispanic PR Wire

- 49% of adults planning to buy/lease a sport utility vehicle, in the key DMA, are Hispanic.
- Hispanic adults who read a daily newspaper are 94% more likely (index of 194) to have shopped at the mall where the event was held (past 30 days).

Source: Scarborough, 2004 Release 1

Strategy

- Use the promotional environment of newspapers to generate awareness of the event.
- Distribute the Brand Bag+™ and preprint advertising in a Hispanic newspaper.
- Incorporate direct mail to reach households in ZIP Codes with lower readership indices.
- Drive traffic to the event by distributing a coupon redeemable for a free automotive beanie.

Integrated Solution

Targeted Reach

- Valassis targeted the Brand Bag+™ and preprints within a 20 mile radius of each dealer location (client provided). Both promotions were distributed on the same two consecutive Fridays.
- The Brand Bag+™ was one-sided, 6-8 color.
- The preprint was an oversized piece.
- The direct mail portion of the Integrated Solution was an oversized postcard mailed in the week between the newspaper promotion.