



case study: Logan Advertising Group/Ford KEY MAILER

AUTODEALER

Logan Advertising Group New Century Ford



WHO: Logan Advertising Group/
New Century Ford

WHAT: Key Mailer

WHERE: San Gabriel, CA

OBJECTIVE: Drive Dealership Traffic

RESULTS: A Winning Promotion

New Century Ford in San Gabriel, California gave a Southern CA man the keys to a brand new Ford, paid for by Odds On, as a result of a winning direct mail promotion!

Keyed Up

When Amy Port, Vice President of Sales for Logan Advertising Group wanted a creative solution for New Century Ford, she gave Odds On Promotions a call. The solution for generating increased traffic and sales for this important car dealer client? A key mailer.

The Key's in the Mail

Logan designed an attention-grabbing direct mail piece for New Century that included an actual key and invited customers to come to the dealership to try and unlock a prize chest to win a brand new Ford Focus. In addition to receiving a chance to open the chest, everyone who came to the dealership during the 3-day promotion was treated to burgers and hot dogs. They also received a chance to spin a wheel for various prizes including \$1,000 shopping sprees, DVD players, watches, boom boxes and a vacation for two.

Free Focus

Ed Sherman was in the market for a new car. Putting the key he received in the mailer into his pocket, he headed on down to the dealership to survey the inventory. A salesman escorted him into the showroom to try his luck with the key. Sherman's key was the winner! The chest opened and Sherman won a brand new Ford Focus, paid for by Odds On. However, the story doesn't end there. Sherman opted for an upgrade and used his \$14,500 winnings towards the purchase of a larger Ford Expedition.

Hassle-Free

"We have done numerous campaigns with Odds On Promotion over the past couple of years. In August we had our first winner. Our client called on a Friday evening stating that there was a winner and was immediately concerned with how long the process might be, 'Would Odds On really write the customer a check, hassle-free for \$14,500?' Well, you did. The prompt manner in which Odds On handled the situation was amazing. We, as well as New Century Ford, were delighted with the buzz and excitement this campaign created for the dealership and would not hesitate to use Odds On for our insurance needs," stated Amy Port.



KEY MAILERS

Put the promotion right in their hands...



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