



case study: **FOOTHILL RANCH CHEVROLET PUTTING CONTEST**

AUTOMOTIVE



WESTATES AUTOMOTIVE PROMOTIONS

- WHO:** Westates Automotive Promotions
- WHAT:** Putting Contest via Direct Mail
- WHERE:** Foothill Ranch Chevrolet
- OBJECTIVE:** Increase Sales
- RESULT:** Winning Promotion!

What does a letter and good putt get you in Foothill Ranch, CA? For George Welsh it was a brand new Chevy Equinox courtesy of Odds On Promotions!

For the past 30 years Westates Automotive Promotions has been providing top quality direct mail for automotive dealerships nationwide. And when Westates wants to run a direct mail prize promotion they turn to Odds On.

Westates put some putting into a direct mail piece for Foothill Ranch Chevrolet and ended up giving George Welsh a stunning cobalt blue 2005 Chevy Equinox paid for by Odds On.

When Welsh received his invitation to win from Foothill Ranch Chevrolet, he and many other recipients, headed on down to the dealership to check out the inventory and make an initial qualification putt.

After three weekends of qualifications, Welsh and two other semi-finalists were invited back to make a 25-foot putt. It was Welsh who sank one first, earning the coveted chance to make a 50-foot putt to win the Chevrolet.

When Welsh's putter connected with the ball a pure sound filled the dealership. With a crowd looking on, the ball rolled right across the showroom floor, onto the putting green and dropped neatly into the cup!

And as for Westates, well they got some additional mileage out of this winning promotion as well. Their latest traffic driving mailer for Foothill Ranch features a photo of George and his wife in their brand new car.



Winning Westates Direct Mail Promotion!
Left, George Welsh and his wife with their 2005 Chevrolet Equinox. Below, his invitation to win!



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