



Repco – Bloody Big Promotion

BACKGROUND

Repco Limited is the market leader in the Australian and New Zealand retail and distribution markets for automotive parts and accessories.

Repco competes with other suppliers for the attention of their customers' sales reps especially during the typical sales promotion periods for the industry. Repco wanted a way to gain and keep their customers' attention during the sales contest period.

STRATEGY

Repco outlined several objectives they wanted to achieve:

- Engage trade account customers in the sales promotion;
- Increase response rates;
- Retain participation throughout the life of the campaign; and
- Verify and enrich their current database.

Repco's agency identified the Multi-media solution as being the key to successfully meeting their goals.

ADVERTISER:

Repco

INDUSTRY:

Retail

CAMPAIGN PURPOSE:

Sales/Database building

TACTICS

The campaign started with a personalised postcard invitation asking trade account customers to participate in the promotion. They were encouraged to go to their personalised website to register. Here each registered participant's profile and activity data was used to drive the variables throughout the remainder of the campaign. Account sales data was uploaded daily from Repco to a main database, giving each customer accurate, timely reports of the status on their personalised website for the duration of the promotion.

To keep interest high, weekly e-mails were personalised and special offers were tailored to

each customer profile. Seven different versions of follow-up cards continued to promote the campaign, informing recipients of their status or, again, encouraging them to register and win.

RESULTS

Repco achieved a 540% increase in response rate over previous campaigns. The variable direct mail campaign alone resulted in a 22% response rate, a huge gain over the 5% previously achieved with static campaigns.

The full roll out using data and image profiling netted a 27% response rate over the eight-week period.