

Cold Climate Car Customers Warm to Winter Cruises

6-Year Promotion Consistently Strong

16% - 25% Sales Growth

- ✓ Customers appreciate tropical escapes
- ✓ Word of mouth brings more customers
- ✓ Increasing repeat client database expands

Profile

- Marostica Motors, 30 miles north of the Minnesota border, in Thunder Bay, Ontario is a dealer for Hyundai, Subaru and Suzuki. Although small, (pop. 122,000) it's a major Great Lakes grain port and railway hub, as well as a university town. And it's very, very cold in the winter. This dealership sells an average of seventy vehicles per month and the block heaters to go with them!

Impressive Travel Promotion "It sounded like a very appealing bang for our buck. Very doable," says Jim Marostica, the dealership's controller.

- In 2000, a colleague told Ron Marostica and his brother Jim about Odenza travel incentives. The brothers figured it was a no-brainer if they could afford to give their customers a beautiful tropical cruise to go along with the new car and block heater they just bought.

Odenza Marketing Plan "The promotional material is excellent -- very professional. It's as though we went to a travel agency and got first-class materials," Marostica says.

The Marostica's connected with Odenza's business development department, for a cruise product to launch their first 'Sail of All Sales' campaign. They now prefer U-Pick vacations to give customers the choice of a 4-day Carnival Cruise to the sunbelt or a 2-night hotel getaway, including airfare.

- Marostica Motors annually buys up to 80 U-Pick Vacations for its spring and fall 'Sail of All Sales'.
- Vacation offer with vehicle purchase is headlined on regular radio spots and in newspaper ads.
- Odenza supplies quality brochures designed by their Graphic Design department as well as Carnival Cruise posters, table talkers, hangers and balloons.
- Staff wear Captain's hats to enhance the atmosphere.

Double Benefit

"We noticed the effectiveness of the travel promotion right away," says Jim Marostica.

"Travel is expensive from here. This gives our customers an opportunity for a dream cruise they would never otherwise consider. We benefit because they enjoy the trips so much they pass the information along to others."

Marostica Motors Satisfaction 10/10

"We stick with it because it works for us. We sell what we need to sell. We love Odenza's amazing support."
Jim Marostica



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When relationships ^{really} matter.

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