

Business Ethics & Compassion Earn Odenza 'Loyal For Life' Advertising Agency Client

Quick Results in Reno

- ✓ "The intention was to generate traffic and it did. It was evident the cruise promotion kicked in the first weekend. More traffic brought more sales and more money into the dealership."
- ✓ "Sales staff loved it because the marketing plan did not impose on their time. They gave their customer the cruise certificate and that was it."
- ✓ "It was easy for car buyers to use. They just called your 800 number to book everything."

Profile R. G. Horn Advertising in Reno, Nevada was looking for a promotional program to help a client attract more customers to his automobile dealership. Bob Horn was looking for something that would be easily incorporated into the regular newspaper and radio ads his company produced for the dealership.

The Odenza Marketing Solution

- Bob Horn had heard about promotional travel incentives and liked the idea. He liked it even better when he received a cold call from Odenza's Bob Bullock, who immediately sent him our promotional travel product catalogue. "The cold call started it," says Bob Horn. "Then came the brochure. Wow. It looks so good."
- The two Bob's hit it off and agreed that 4-day Carnival Cruises would be just the ticket to get more people into the dealership. A cruise could be given with a vehicle purchase. Bob Horn initially purchased ten cruise certificates and steadily re-ordered in blocks of ten for the dealership.
- The cruise offer was built into the radio and TV advertising.

R. G. Horn Advertising Satisfaction Rating 10/10

"I was totally happy. Talk about the person! Bob Bullock kept his word and he delivered. Everything was exactly as promised. Discounts on quantity, the quality of the brochures -- everybody at Odenza did what they said they would do."

Going a Special Extra Mile

Bob Horn told Bob Bullock about a long-time car salesman with terminal cancer who wanted to take his family on a cruise. They had never travelled anywhere. A collection was taken to fulfill his wish. "Bob Bullock bent over backwards to help this man and his wife and three kids. Bob paid to have the cruise upgraded and with outside cabins and your travel people called them personally to go over the itinerary.

That was a big deal to me. You have my loyalty forever."

Bob Horn, President, R. G. Horn & Co. Advertising September 2006



Odenza[®]

When relationships ^{really} matter.

ODENZA IS A FULL SERVICE, AWARD-WINNING TRAVEL INCENTIVE AGENCY DEDICATED TO PROVIDING PROMOTIONS THAT DELIVER MEASURABLE BENEFITS TO YOUR COMPANY

Quick Consultations! 1-877-451-7245 WWW.ODENZA.COM