



Cruise Incentive Anchors DirectBuy Memberships

“No question, the cruise incentive has helped us to build our membership.”

Pete D’Auito, Marketing Manager, DirectBuy, Edison, New Jersey



PROFILE

With more than one hundred showrooms and design centers in the U.S. and Canada, DirectBuy has 750,000 members -- consumers, and especially home renovators, who make major purchases from brand-name manufacturers at wholesale prices.

THE ISSUE IN EDISON

The DirectBuy location in Edison, New Jersey needed a strong incentive to encourage more prospective customers to pay full memberships up front rather than on a finance plan. With an abundance of renovating home owners in the area, Marketing Manager Pete D’Auito believed a vacation getaway would add greatly appreciated value to their DirectBuy membership drive.

THE ODENZA RECOMMENDATION

• Odenza’s Director of Business Development Bob Bullock recommended an incentive travel promotion offering 4-day, 3-night Carnival Cruises for each fully paid new membership. “Carnival is a top name in the cruise ship business,” says D’Auito.

“We like the fact that the vacations are family-oriented with lots of kids’ activities.

DIRECTBUY CRUISE PROMOTION LAUNCH

- New customers receive a cruise certificate when they pay the DirectBuy membership in full.
- Edison DirectBuy staff inform clients they are responsible for taxes and airfare, and also point them to \$69 flights to Florida.

“Our customers don’t think twice about these issues because they want the DirectBuy membership, and they love the fact we’re giving them a free \$1000 cruise and advise them on super flight deals to get there,” D’Auito says.

DirectBuy Overall Satisfaction Rating 10/10

“I’ve had customers tell me they had more fun on Carnival than on the most expensive cruise liners out there. The trips are a good investment. It was a great choice.”

Pete D’Auito, Marketing Manager DirectBuy, Edison, New Jersey



4370 Dominion Street, 6th Floor
Burnaby, BC, Canada v5G 4L7
Tel: 604-451-1414

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

CALL US TODAY! **1-877-451-7245** OR VISIT **WWW.ODENZA.COM**