

“Everything you need to increase sales!”

RG HORN ADVERTISING



R. G. HORN ADVERTISING

Premier distributor of promotional products and marketing strategies.

KEY CHALLENGES

- Provide a promotional program to help a client attract more customers to his automobile dealership.
- Needed a program that would be easily incorporated into the regular newspaper and radio ads the company produces for the dealership.

ODENZA SOLUTION

- A variety of promotional travel products that can be presented to qualifying clients for proposals and requests; for lead generation, closing tool and special promotions.
- Full-service travel agency and fulfillment house – knowledgeable travel agents.
- Optional marketing and advertising materials – graphic designs, web development and conceptualization.

IMPLEMENTATION

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. The cruise offer was built into the radio and TV advertising.

BENEFITS AND RESULTS

- The intention was to generate traffic and it did. It was evident during the first weekend of the cruise promotion.
- 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.

SATISFACTION RATING: 10/10

“I was totally happy. Odenza delivered, everything was exactly as promised. Discounts on quantity, the quality of the brochures - everybody at Odenza did what they said they would do.”

– Bob Horn, President

