



# “Everything you need to increase sales!”

## ■ MAROSTICA MOTORS

*“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.”*

*– Jim Marostica, Owner*



## ■ KEY CHALLENGES

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!

## ■ IMPLEMENTATION

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

Marostica's connected with Odenza's business development department for a cruise product to launch their first 'Sail of All Sales' campaign.

- 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, hang tags and balloons.
- Staff wear buttons to enhance the atmosphere.

### SATISFACTION RATING: 10/10

*“We noticed the effectiveness of the travel promotion right away. It works for us, we sell what we need to sell. We love Odenza's amazing support.”*

*– Jim Marostica, Owner*



Odenza®

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