



“Everything you need to increase sales!”

■ CIVIC HONDA DDO



“The Las Vegas trips definitely made a difference in our showroom. We were very impressed with the amount of traffic that was generated.”

– Luigi Lapolla, Sales Manager, Civic Honda DDO



■ KEY CHALLENGES

- Finding a theme for a promotion that would take advantage of consumer’s behaviors during the spring break period.
- Securing their prestigious CADA Laureate Award, the highest honor a Canadian dealer can attain.
- Encouraging the purchase of new hybrid models.

■ IMPLEMENTATION

Odenza’s Fly Away N’ Play Las Vegas programs were excellent excitement builders, and proved ideal as closing tools as well as encouraging vehicle test-drives. Civic Honda DDO promoted their early spring “Las Vegas Giveaway” in-store using provided marketing materials as well as through a referral program where customers would receive the Vegas trip by referring a friend.

■ BENEFITS AND RESULTS

The Las Vegas vacation packages assisted Civic Honda DDO with their sales of new 2008 Honda hybrid models. They also saw a sales increase of 24% on all other 2008 Honda Sedans, reflecting a very strong beginning in their first quarter.

SATISFACTION RATING: 10/10

“Rick has been outstanding. All of our goals were accomplished because of the additional time spent to understand how our business runs.”

- Luigi Lapolla, Sales Manager

