



“Everything you need to increase sales!”

SAMES HONDA



“The trips are very effective, definitely a great tool for getting people in the doors. The promotion worked out very well, that’s why we continue to order more!”

– Stephanie Nakano, Marketing Manager, Sames Honda



KEY CHALLENGES

- Meeting substantial sales growth through a 5-day sale.
- Creating something fun and exciting for both the staff and customers, especially given the current economic conditions.

IMPLEMENTATION

Odenza’s Fly Away N’ Play Las Vegas program was used as a purchase incentive during the 5-day sale and as a result they moved an additional 25 units. The huge success prompted Sames to continue to run the promo until the end of March for their Truck Month campaign. The trips were incorporated into their newspaper and radio advertising, as well as into a direct mail campaign where anyone who brought in their postcard invitation would be entered into a random prize draw for a free trip to Vegas.

BENEFITS AND RESULTS

The trips created huge excitement in their showroom and generated lots of traffic. After the promotion was over, Sames decided to continue to use the trips as incentives to move selected vehicles off their lot.

SATISFACTION RATING: 9/10

“The marketing collateral was great, the price was right, the customer service was exceptional, you provide me with everything I needed in a timely fashion. You guys are friendly, courteous, and we extend our thanks to everyone at Odenza.”

– Stephanie Nakano, Marketing Manager, Sames Honda

