

# CONTINENTAL TYRES BESTDRIVE EASTER 2018

CASE STUDY

LETTERBOX

Continental Tyres wanted to target customers over the Easter period with a strong road safety message, and so created a letterbox mailer that encouraged customers to purchase new tyres at their local BestDrive store. The mailer featured a strong financial incentive to purchase and was sent to a target demographic known to respond favorably to retail promotions.

## OBJECTIVE

The objective was to drive lead generation in the areas surrounding BestDrive retail stores by increasing physical foot traffic, as well as online and phone enquiries. Continental Tyres aimed to target vehicle owners, typically over 25, who prioritise value, convenience and premium service. They tend to replace their tyres once every two years, responding favorably to retail promotions, with price as a key driver in their purchasing decisions.

## METHOD

The campaign creative was sent to over 300,000 letterboxes around Australia over Easter, strategically tapping into the road safety message – a strong purchase driver over this key holiday period. Continental Tyres partnered with BestDrive to offer an e-gift card voucher with the purchase of a set of tyres, encouraging them to go in-store and increase the sales of tyres, as well as other driving products.

As a preferred supplier, BestDrive also produced a catalogue that aimed to increase the number of Continental Tyres sold in-store throughout April, while ensuring BestDrive's appealing offers remained front of mind for consumers in the market for tyres or car servicing.

## RESULTS

BestDrive stores experienced a considerable boost in foot traffic and phone enquiries, with many reporting some of their busiest weekends in months. The number of phone enquiries generated by online Google searches doubled from an average of 300 to over 600 for the month of April, while the promotion was also featured in the BestDrive Easter Catalogue. This resulted in a 300% increase in both online and in-store redemptions compared to previous months.

## CONCLUSION

The campaign capitalised on the importance of convenient store locations and a variety of trusted brands to the target customer, who also demand a positive consumer experience at the point of purchase. Based on the success of this campaign, all BestDrive stores committed to a similar campaign in the next seasonal window.

