



Marketing Automobiles with Video dvd & cd-rom

Seventy Percent Played CD-ROM Within 24 Hours

Saturn of Rockford needed an exciting way to generate sales. Playing off the success of ABC's "Who Wants to Be a Millionaire?" game show, they developed a CD-ROM game called "Who Wants to Be a Vacationaire?" One of the CDs would be stamped with an instant winner for a Caribbean Cruise and two more opportunities would be on a match and win certificate that customers could use for discounted oil changes at the dealership.

The CD started with a short video showing details of Saturn's cars and then went into the game: ten questions that gave information about Saturn. Also on the disc was information about Saturn's financing options and a trade-in calculator to determine the value of a used car on a trade-in for a new Saturn.

Encouraged by the initial feedback, they sent 5000 CDs to a list of competitive-make owners. They decided to make follow up calls to that list. The results were astounding! They discovered **that 70% of the targeted mailing had actually played the disc within 24 hours of receiving it.** The other 30 % did not have computers at home so waited until they could use a computer at work, or use a friend's. But 100% of the CDs mailed by Saturn of Rockford were eventually played.

One month after mailing the CDs, they had their biggest month ever, moving 163 cars. Not only did Rockford win the "Best Business Idea for the quarter, but Saturn's headquarters was so impressed that they offered to match funds for production of the disc in other regions.

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