

Case study

THE AGE - DRIVE

Creating DRIVE with incentive programs

DRIVE CLASSIFIED ADVERTISING, LOCATED IN VICTORIAN NEWSPAPER THE AGE, OPERATE IN A FIERCELY **COMPETITIVE ENVIRONMENT** WITH THE **INTERNET POSING A REAL THREAT** TO BUSINESS.

Incentive programs for classified advertising and newspapers as a whole has been used for years, to help invigorate the working environment and encourage customers to work towards spend targets.

The Drive team had used incentives extensively as a key motivation tool for their advertisers or automobile dealerships but budget restrictions meant that they had to dramatically change their incentive.

212F took up the challenge of creating an engaging and exciting incentive, on a budget reduction of around 85 per cent - and this wasn't going to be an easy task considering the previous year's extravagant trip!

In this incentive scheme, 212F was to target principles - owners and managers - of car dealerships in an ingenious way to provide our client growth, a return on investment and a competitive advantage!

212F came up with the travel incentive, Target Wakatipu - an action packed trip to Queenstown, New Zealand with the above project objectives in mind.

CLEVER PROGRAM DESIGN

The first notable challenge was aiming for a significant return for DRIVE when the program budget had been heavily reduced - meaning that the reward on offer would be of less value than incentives offered in the past!

212F decided to set individual advertising spend targets as part of the program structure for participants, ensuring that these targets were set at a level to ensure that any reward and program costs were covered. Once these were met, then we had to deliver on the return on investment of 2:1.

INNOVATIVE COMMUNICATION

The restrictions of the budget meant that the reward destination was limited to domestic travel - or at a stretch - New Zealand. Incentive travel was still implemented as the reward of choice for the travel as it was important in relationship building time between Drive staff and customers during the trip.

To present Target Wakatipu as a desirable reward, 212F created a program that was creative, exciting and surprising to keep our audience on their toes!

Innovative communication regarding the program and participant's progress was important in our program, and we felt that more attention needed to be drawn to the launch, surprises and teasers.

212F = WINNING RESULTS!

Our focus was always on the achievement of program objectives, and 212F met these objectives by using innovative communication, clever program theming, creative design, regular tracking communications and an innovative program launch.

The Target Wakatipu delivered on the financial objective with a fantastic return of 3:1, surpassing all expectation and providing a favourable reflection to company stakeholders and shareholders.

The participation and success level for Target Wakatipu surpassed previous programs to Europe and America with 89 of the 100 participating Automotive Dealers qualifying for the travel reward.

The Age Drive team did not lose sales to its main competitor, instead advertising revenue grew by 33 per cent!

212F are the experts when it comes to designing channel incentive solutions that help you drive sales, build loyalty and engage your agents, dealers, distributors, resellers and customers that move and use your products. We have years of experience in delivering successful programs designed to support various distribution models that boost your sales, gain customer insight and market directly to your partners and end-users.

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