

Case Studies | Ford Vehicle Remarketing Launch



Opportunity:

Ford Motor Credit was spending millions of dollars reconditioning off-lease vehicles and selling them at auction. If Ford Dealers would purchase considerably more off-lease units, substantial savings would be realized.

Audiences:

Dealers and Used Car Managers, consumers considering the purchase of a used car



Solution:

Create a high-impact communications device that would encourage more Dealer purchases of off-lease units, while providing them with effective merchandising materials for use with their used vehicle prospects.



Project Specifics:

- Design and implement a data interface with Ford Motor Credit that would enable CPI to receive VINs and build codes for vehicles that were due off lease.
- Design, write, layout and print a merchandising package for each vehicle coming off lease. Elements of the package included:
 - Pre-printed window stickers with VIN, vehicle information and equipment
 - Static-cling window labels
 - Brochures
 - Mirror danglers
 - Custom-designed folder/box to house materials for each vehicle and include a routing section to ensure the package was reviewed by all appropriate dealership management personnel.
- Establish a collating and shipping process to ensure packages arrived at each dealership as the vehicles were returning from lease.



Results:

- Dealer purchases of off-lease unit increased significantly.
- For Motor Credit has been pleased enough with results that:
 - The promotion has been expanded to Lincoln-Mercury vehicles
 - The promotion continues, three years after initial implementation

