

Case Study

Revised February 2013



HDI Varsity 16 oz Mug
#AHDVARS



The Backstory

A popular dealership added a new line of luxury-hybrid cars. They moved quickly in the marketplace and developed a multi-channel approach which utilized tv, radio and ads in the local newspapers.

Initial sales soared but were unsustainable as the budget stretched thin and the campaign wore on. They realized the program needed further refinement.

The focus turned to emphasizing positive experiences of ownership and vehicle quality. To that effect, a new owners reward program was developed to boost brand awareness and customer loyalty.

The Challenge

- To provide a cost-effective, highly personalized promotional product with big impact

The Solution

After every purchase, a picture was taken of the customer and their new car. These images were gathered together monthly, printed on HDI Varsity 16 oz Mugs and sent out to the new owners along with a thank-you letter.

Recipients felt a sense of pride and ownership, resulting in recommendations of that dealer to their friends and family.



“Challenging ourselves and our industry is a way of doing business. This program was definitely a step in that direction.”

- Stephanie Mullen
Director of Brand Strategy