



# Case Study

## CAR CARE PROGRAM



### The Client

Our client is a top National Automotive Aftermarket Wholesaler and Retailer of Auto Parts.

### Why Spectra Integration?

Spectra offers strategic marketing and creative services supported with online store-front and web-to-print platforms, digital print and large format, promotional items, data integration for future personalization of direct mail, and complete warehouse storage with kitting and fulfillment services.

### The Challenge

Our client wanted to create a competitive advantage by offering and distributing a branded car care program to the independent service centers. The program needed to:

- Increase commercial part sales
- Maintain and build a trusting relationship
- Gain a desirable customer retention
- Earn a "first call" position from the service centers for all of their auto part orders

### The Solution

The creation, production, and distribution of a two-tier branded membership program kit, which will be offered nationally to national independent automotive service centers. The program components will promote the National Automotive Aftermarket Wholesaler and Retailer's brand while communicating the details of the program to those members. The value proposition to becoming a member will be expressed through the volume discount of parts purchased by the independent service center and the utilization of the program elements designed to increase the service centers business and retention of their customers.

#### Create a banner member kit with two versions containing:

- Print various collateral pieces communicating the program details per version.
- Kit registration process to register the kit online when delivered with a brief survey regarding the condition and likes and dislike with the kits contents.
- Produce a consumer rebate coupon booklet to support an annual manufacturer's mail-in-rebate for cash to build retention for the service center's customers.
- Manage a dedicated commercial bank account for funding the manufacturers rebate program.
- Checks and customized letters personalized to the service centers' were produced and mailed to all rebate respondents.
- Data entry and management of all rebate respondents for future outbound direct mail communications and ROI analytics.
- Development and deployment of an online branded store offering business supplies and promotional items for purchase with dashboard analytics for order activity and product inventory levels.
- Secure, climate controlled warehouse facility for merchandise storage.
- Kit design and packaging and Smart kitting fulfillment for new member kits with personalized branded labeling for distribution.

### The Outcome

This National Automotive Aftermarket Wholesaler and Retailer has realized economic benefits and consistent quality with on time delivery with their member program kits by outsourcing such a complex process and production which are required to launch and maintain a banner membership program for over 2,500 members resulting in an annual increase of members and auto part sales.