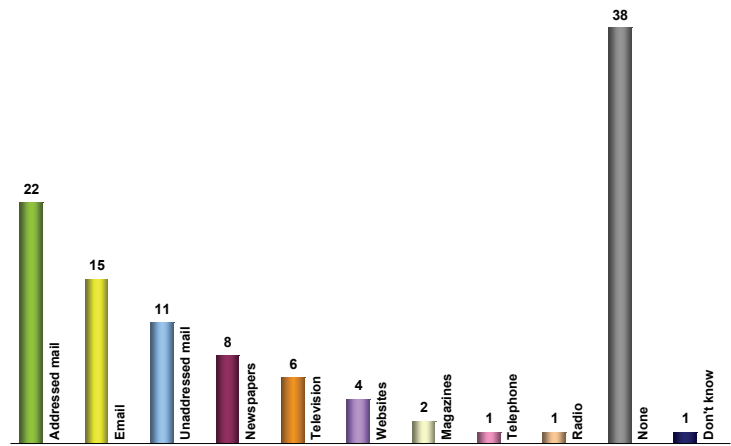




**What media should  
car manufacturers & retailers  
consider to reach their customers  
and prospects?**

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from car manufacturers and retailers via:

**22%** Addressed mail      **15%** Email      **11%** Unaddressed mail

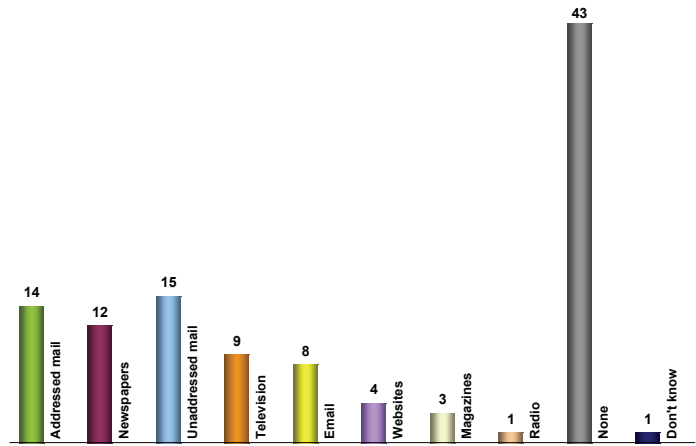
### Key demographics

- Almost half (49%) of those aged 18-29 preferred mail (either addressed or unaddressed) from car manufacturers & retailers
- 26% of those aged 18-29 and 30-39 preferred addressed mail, but a similar number also preferred email
- More than half of respondents aged over 55 years selected "None" when asked what their preference was

## INSIGHTS

A significant number of respondents stated they preferred to receive no communications from car companies, reinforcing the need to generally target communications to those in the market for a car. This suggests the need for car manufacturers and retailers to concentrate their marketing investment in obtaining the best available targeting data.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from car manufacturers and retailers via:

**15%** Unaddressed mail      **14%** Addressed mail      **12%** Newspapers

### Key demographics

- 43% of 30-39 year olds prefer mail (either addressed or unaddressed) with only 9% showing a preference for email.
- In regional areas, newspapers were the most preferred channel.
- More than half of those aged over 55 stated they did not want to receive marketing communications from car manufacturers and retailers.

## SPOTLIGHT ON DIRECT MAIL

The preferences for existing customers suggest that a multi-channel approach using addressed mail and email would generate the best results. Well targeted addressed mail should also feature when seeking to attract new customers for a test drive.