

Lexus Australia – IS 250 X

BACKGROUND

Lexus were facing imminent threats from luxury car competitors and needed to invigorate interest amongst prospective customers. Whilst they had achieved success with the IS 250 range, they decided to bolster the range by launching a limited edition series which was put together just for the Australian market. The challenge was to break through an audience regularly targeted by luxury car manufacturers and engage them.

MARKETING OBJECTIVES

The objective was to retain their existing customer base whose current model was 4-6 years old whilst converting prospective customers who had registered interest in the IS 250 range within the last year, but had not yet been convinced.

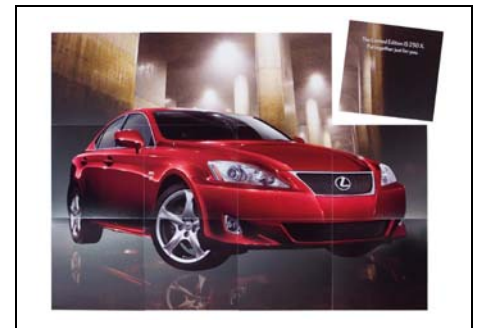
The following objectives were set:

- Reach 6,00 leads in one month
- Convert 180 of these to a personal preview of the IS 250 range
- Sell 50 IS 250 vehicles, directly attributable to the DM campaign
- Achieve campaign ROI of 860%.

STRATEGY

A mail pack was sent to 3 segments:

- Existing Lexus owners due for an update
- Prospective customers who had previously requested information on the IS 250 but were yet to take it further
- A purchased cold list fitting their target customer profile.



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CREATIVE SOLUTION

The IS 250 X model was released in black, silver and a rare Vermilion red. An interactive direct mail pack was put together to engage customers. The outer pack read 'perfection should never be an option'. An inner sleeve was inserted and presented the full IS 250 model range. A series of square cards then announced a distinctive new variant had been put together 'just for you', to increase personalisation. To enable customers to view the model they were invited to assemble the series of cards to reveal an impressive image of the new luxury car.

RESULTS

- Achieved a new record with the series selling out within 3 months
- 53 recipients had contacted their Lexus dealership, proving the pack was grabbing and engaging
- Converted 229 leads to a personal preview of the IS 250 range – 127% up on target
- Sold 59 x IS 250 vehicles – 118% up on target – along with 10 other Lexus models attributable to the DM mail file
- ROI of 939% which was 109% up on target.

Open Up To Mail gratefully acknowledges Saatchi & Saatchi and ADMA for allowing us to publish the details of this campaign.