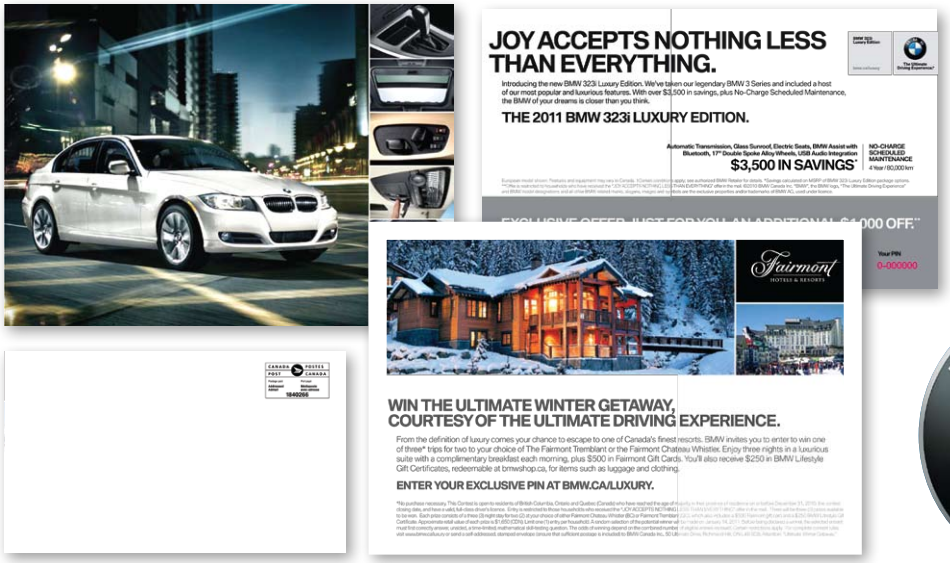
BMW Group Canada

BMW uses Canada Post's Acquisition Admail™ service to stimulate sales and generate valuable marketing intelligence.

Success Stories



"The results of this campaign have convinced us to add the Acquisition Admail service to our marketing strategy."

Marc Belcourt,
Brand Communications Manager,
BMW Group Canada.

CLIENT: BMW Group Canada

SECTOR: Automotive

GOAL: Attract new customers

SOLUTION: Canada Post's Acquisition Admail™ service

Background

Comprised of 40 automobile, 19 motorcycle and 25 MINI dealerships across the country, BMW Group Canada coordinates sales and service of one of the world's best known and most respected brands. Although BMW employs a sophisticated, multi-faceted marketing strategy, it had not yet used direct mail to find new customers.

Marketing strategy and challenge

The automotive market is extremely competitive and manufacturers must constantly adjust their offerings to keep pace with shifts in consumer preferences. Connecting with potential customers represents another significant challenge in an era marked by the rapid evolution of advertising media. Traditional channels, such as magazines, radio and television must compete with a growing array of digital and online media.

Canada Post solution

To demonstrate the ability of Canada Post's Acquisition Admail service to target potential customers effectively, BMW partnered with Canada Post on a test campaign. Working from lists of addresses associated with recent sales of luxury vehicles and other demographic data, Canada Post developed a list of addresses in nearby neighbourhoods. BMW then sent copies of a brochure promoting BMW's new 323 model (with a special $1,000 discount off the purchase price), and encouraging people to come in for a test drive and to enter an online contest. Tens of thousands of brochures were sent to addresses in Canada's three largest cities.

Results

The campaign generated impressive results: 1.6 per cent of the addresses that received the offer entered the contest online, generating a wealth of data. Furthermore, a sizable number of recipients test-drove the BMW 323 and the campaign directly increased sales. "This last point proves that direct mail can play a significant role in stimulating sales," says Marc Belcourt, Brand Communications Manager of BMW Group Canada. "The market intelligence generated by the campaign is also valuable. The campaign enabled us to measure the performance of specific demographic and psychometric characteristics," says Marc Belcourt. "There's no doubt that we'll apply what we've learned in future campaigns."

Admail™ is a trademark of Canada Post Corporation.

Want to learn more about the Acquisition Admail service?
Contact your Canada Post Sales Representative today.

CANADA POST / POSTES CANADA

From anywhere... to anyone