

# DRIVING LIFETIME CUSTOMER VALUE

Lancer Evolution demonstrated their dedication to customer care by enhancing brand experience post purchase.

Mitsubishi's Lancer Evolution is an iconic road-going rally car with handling that puts exotic supercars to shame. With only 700 available in Canada, the task was to remind owners that their new Mitsubishi would get more attention from car fans than the average Porsche or Ferrari.

To ready owners for the attention their new Evo would receive, they were mailed a special welcome kit to help protect their car from unwanted fingerprints. The message on the box read, "On the road, nothing touches your Mitsubishi Lancer Evolution." Inside was a special Mitsubishi chamois and a pot of high-tech TurtleWax® car polish. The pack also contained a USB stick loaded with their customer-care information, as well as race-cam footage of Canadian rally star Andrew Comrie-Picard putting his own Lancer Evolution through its paces on the track.

Mitsubishi seized the opportunity to start building brand loyalty right out of the gate by mailing this unexpected pack only a couple of days after owners had driven home in their new car. The pack enhanced customer experience with items that, over their years of ownership, would provide a constant reminder of the Mitsubishi brand and its dedication to customer care.



CLIENT: Mitsubishi Canada PRODUCT: Mitsubishi Evo COUNTRY: Canada AGENCY: Proximity Canada AGENCY TEAM: Creative Director – Matt Shirtcliffe, Copywriter – Ben Chandler, Art Directors – Ron Kosan, Curtis Wolowich, Production Manager – Ellie Lee, Account Supervisor – Rebecca Flaman, Account Executive – Jake Allen.

