



Turbulent Economy + Struggling Industry = A Direct Marketing Challenge

Industry

Automotive

Program

B2C – Acquisition

Client

Ford

Variable Design, Engineering,
Programming & Print Provider

Terminal Van Gogh

Digital Print Technology

Provider:

Xerox

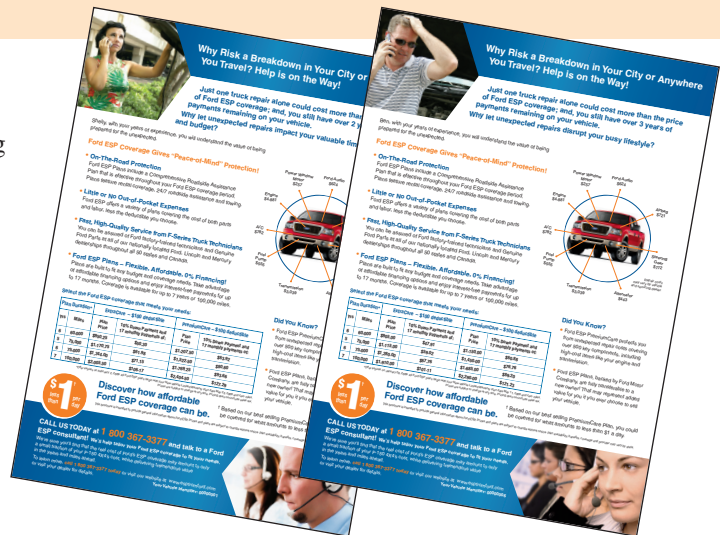
BACKGROUND

Over 1 million Ford Extended Service Plans (ESP) have traditionally been sold each year representing millions in annual revenue. In 2008, the program faced chilling uncertainty as consumer confidence was down and the auto sector entered into a challenging era.

Vehicle sales dropped by 35% yet the economic uncertainty highlighted the importance of extended warranties. The average length of vehicle ownership had grown 22% since 2002 and vehicle owners indicated they were planning on keeping their vehicles longer due to the recession. With this intention, many could benefit from an Extended Service Plan and Ford needed to maintain this revenue stream while weathering the financial turmoil the auto-industry faced.

OBJECTIVE

- Revamp existing, static letter-based program
- Validate that highly customized, data-driven direct marketing generates more responses and sales than traditional, static mass-marketing
- Test different direct mail formats: a letter-based and self-mailer style composition piece
- Improve the response rate, increase contract sales and identify best practices that could be applied program-wide




SOLUTION

- Develop a more relevant letter with more targeted, individualized information using the same basic design and copy and test against the existing flat direct mail letter as the control piece
- Test a new self-mailer layout /visual alternative using highly variable, and more relevant imagery and data to personalize the mailer and test against a re-drafted visual piece using static images and basic client information

Variable drivers

- A Type of truck
- B Name
- C Year of Vehicle
- D Warranty expiration date
- E City
- F Variable messaging
- G Pricing of plans
- H Name
- I Price expiration date
- J Warranty start date
- K VIN

Why Risk a Breakdown in Your City or Anywhere You Travel? Help is on the Way!



Just one truck repair alone could cost more than the price of Ford ESP coverage; and, you still have over 2 years of payments remaining on your vehicle.
Why let an unexpected repair blow your budget?

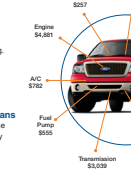
Ford ESP Coverage Gives "Peace-of-Mind" Protection!

- On-The-Road Protection**
Ford ESP Plans include a Comprehensive Roadside Assistance Plan that is effective throughout your Ford ESP coverage period. Plans feature rental coverage, 24/7 roadside assistance and towing.
- Little or No Out-of-Pocket Expenses**
Ford ESP offers a variety of plans covering the cost of both parts and labor, less the deductible you choose.
- Fast, High-Quality Service from F-Series Truck Technicians**
You can be assured of Ford factory-trained technicians and Genuine Ford Parts at all of our nationally located Ford, Lincoln and Mercury dealerships throughout all 50 states and Canada.
- Ford ESP Plans – Flexible, Affordable, 0% Financing!**
Plans are built to fit any budget and coverage needs. Take advantage of affordable financing options and enjoy interest-free payments for up to 17 months. Coverage is available for up to 7 years or 100,000 miles.

Select the Ford ESP coverage that meets your needs:

Plan Duration*	Plan Price	ExtraCare – \$100 deductible 10% Down Payment and 17 monthly payments of:	PremiumCare – \$100 deductible 10% Down Payment and 17 monthly payments of:
6	\$6,000	\$44.20	\$56.38
5	\$75,000	\$44.20	\$76.14
6	\$75,000	\$62.20	\$81.26
7	\$100,000	\$94.23	\$113.82

*See expires on March 16, 2016. All Ford ESP plans begin with your first vehicle purchase. Coverage ends on the date of the 17th monthly payment. Plans are subject to change and may vary by state. This brochure is intended to provide general information about Ford ESP Plans and plans are subject to change without notice. Plan availability, benefits, coverage and provider may vary by state.



Repair costs may vary by vehicle and warranty plan.

Did You Know?


- Ford ESP PremiumCare protects you from unexpected repair costs covering over 500 key components, including high-cost items like your engine and transmission.
- Ford ESP Plans, backed by Ford Motor Company, are fully transferable to a new owner! That may represent added value for you if you ever choose to sell your vehicle.

Discover how affordable Ford ESP coverage can be. † Based on our best selling PremiumCare Plan, you could be covered for what amounts to less than \$1 a day.

\$1 less than per day

CALL US TODAY at 1 800 367-3377 and talk to a Ford ESP consultant! We'll help tailor your Ford ESP coverage to fit your needs.
We're sure you'll find that the real cost of Ford's ESP coverage may amount to only a small fraction of your F-150's cost, while delivering tremendous value in the years and miles ahead.
To learn more, call 1 800 367-3377 today or visit our website at www.espford.com or visit your dealer for details. Your vehicle identifier: 0000000

Why Risk a Breakdown in Your City or Anywhere You Travel? Help is on the Way!



Just one truck repair alone could cost more than the price of Ford ESP coverage; and, you still have over 3 years of payments remaining on your vehicle.
Why let unexpected repairs disrupt your busy lifestyle?

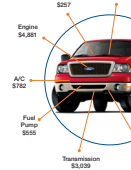
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Plan Duration*	Plan Price	ExtraCare – \$100 deductible 10% Down Payment and 17 monthly payments of:	PremiumCare – \$100 deductible 10% Down Payment and 17 monthly payments of:
6	\$6,000	\$47.01	\$60.89
5	\$75,000	\$47.01	\$76.76
6	\$75,000	\$67.76	\$83.29
7	\$100,000	\$101.11	\$121.23

*See expires on February 9, 2016. All Ford ESP plans begin with your first vehicle purchase. Coverage ends on the date of the 17th monthly payment. Plans are subject to change and may vary by state. This brochure is intended to provide general information about Ford ESP Plans and plans are subject to change without notice. Plan availability, benefits, coverage and provider may vary by state.



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RESULTS

- **35.7%** increase in sales with the more relevant, re-designed self-mailer
- **5.7%** increase in response rate for the more relevant, re-designed self-mailer
- Reduced production costs by **3.2%**
- Ford has adopted techniques from this campaign to augment other Extended Service Products campaigns
- Projecting the new approach will generate millions of dollars in additional annual sales

“The campaign was a huge success and now we are rolling it out across Ford’s entire portfolio of Extended Service Products.”

Mark Bardusch, National Sales & Marketing Manager, Extended Service Business, Ford Motor Company

COMPANY PROFILE

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 176,000

employees and about 80 plants worldwide, the company’s automotive brands include Ford, Lincoln and Mercury.

For more information, please visit www.ford.com