



NCR – IMPACT DIRECT MAIL

Background

NCR recognised that there was a massive opportunity that was then unexplored with corporate customers across Europe, customers who historically had not been contacted by National or only fleetingly. Our task was to make contact with these leads, ascertain their value to the business and deliver a structured leads strategy for the sales teams.

Strategy

An innovative integrated direct mail piece targeted at 470 prospects and suspects across Europe, with any leads identified and confirmed by sales teams. Following this a teaser postcard was sent to 'whet the appetite' prior to despatch of the main Impact piece. Recipients had the opportunity to claim a related reward and were directed to the new www.inawordnational.com website. A three part mailing was sent to 17 European markets with each timed mailing delivering a physical reminder and representing a different aspect of the proposition, in turn, efficiency, flexibility and transparency.

Results

A hugely successful campaign delivering 65+ real, hot leads representing millions of pounds of future revenue streams.





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Background

NCR needed to raise awareness across the EMEA of their rental services and their locations throughout Europe but were finding their identity was not standing out against their competitors, whose literature and tone of voice appeared very similar to their own.

Strategy

The Agency set about to create a new positioning, look and feel for National Car Rental. The agreed strategy was to position National Car Rental as the company that delivers the best combination of service and rate in the international Corporate Car Rental market. Positive Thinking designed a new corporate identity for National Car Rental as well as developing a brand positioning strategy, out of which the line 'In a word. National'

was created. The new look and feel has been applied to all communications and was used in the design of the NCR stand at recent exhibitions, receiving extremely positive feedback on how unique the look of the brand was compared to other exhibitors.

Results

A successful campaign with average 65% recall.

