



Increasing turn-over from £60m to £90m in one year

A Financial Services Case Study

Client

Welcome Financial Services.

Market

Sub prime financial services.

Objectives

- To increase the number of dealers using the Welcome product.
- To increase business volumes with current used car dealers.
- To produce marketing support material that was 'best in class'.

Background

Welcome Financial Services supply the sub prime used car market with finance through a network of used car dealers. At this time, the market was highly competitive, with major lenders who had previously shunned this sector beginning to launch products. Welcome's network of dealers provided various levels of HP deals through their locally-based Dealer Account Managers.

Strategy

- To segment the dealer database according to potential.
- To incentivise existing dealers to give Welcome more of their sub prime deals.
- To communicate the benefits of Welcome products through a continuous communications programme.
- To be creative and differentiate the Welcome product offering. There was a negative differentiation - unlike all their competitors, Welcome did not provide commission on HP deals.
- To achieve buy in by the sales force, there needed to be constant involvement by them.

Creative approach

This was based on a fictitious character FRANK - created by agency .

Frank was your typical used car dealer – street wise, successful, knew a good deal when he saw one and always had an eye for an opportunity to make more money . And yet no one ever saw him (although many ultimately claimed to know him personally .)

Despite this strategy of anonymity, agency developed his character – hand writing, thumb print (which was to appear on all subsequent material) family , hobbies, house and frequent holidays.

Tactics

The 12 month plan included a series of communications – most of which were delivered in person by the sales force.

Teaser campaign

Two holiday postcards were sent to dealers from 'Frank' without any client reference (even the Dealer Account Managers didn't know about these).

Dealer certificates

Depending on the number of Welcome deals done, dealers were either in gold, silver or bronze sectors and were incentivised accordingly.

Dealer pack

This contained product information and details of dealer sector incentives.

New product launches

These were timed throughout the year to maintain interest from both dealers and sales force. Newsletter. This was designed and written to be useful for dealers at work.

Promotional items

Mugs, desk pads, calendars, clocks.

Christmas mailing

It went out complete with whisky, a cake and more.



Result

The year was a resounding success.
Client delivered products effectively and turnover rose 50%
from £60m to £90m in the first year of this campaign.
The dealer database also increased from 1250 to 1500.

Want to know more? Call [Ella Cheeseman](#)

m^cconnells |

Uttoxeter New Road Derby DE22 3NL
Tel: **01332 222 900** Email: ella@mccgp.co.uk
Web: www.mccgp.co.uk