

Audi A4 Spring Festival Promotion Confidential letter version



Mission:

- Audi A4 Spring Festival Sales Promotion
- Inform recipients they are eligible to receive RMB 20,000 off once they call their Audi dealer
- The discount promotion can not be presented in a direct way
- Limited production budget

Solution:

- Use paycheck-like packaging to excite recipients
- Present the discount promotion in a way that is not obvious
- Present the dealer phone number in place of the salary to better attract attention
- A "Big Ideal" with a limited budget

Result:

- Time: DM was delivered on Jan 18, 2007, and the feedback deadline was March 26
- 7,044 Effective Responses, with a DM feedback rate of 3.5%
- The feedback rate was said to be unexpectedly high

