



Camaro Dealerships

Purpose

Chevy Camaro dealers in the West and Northwestern states of the country wanted to promote the new Camaro model to potential customers and to take the opportunity to entice foot traffic back to their dealerships for their other models during tough economic times.

Plan

Chevy Camaro dealers' idea was to run an interactive sweepstakes campaign with the goal of converging their online and offline marketing efforts. Consumers who visited the dealerships would be welcomed to test drive the new Camaro model. Upon completion of the test drive they were provided with a unique promo code. The consumer would then visit Camaro's Sweepstakes site to register and enter the promo code. At the conclusion of the sweepstakes campaign, three winning promo codes were awarded a brand new Camaro each.

Solution

Contest Factory's proven and flexible sweepstakes platform was selected by the agencies representing the Chevy Dealers as the ideal partner to engage consumers. In a very short time, Contest Factory created and managed three new sweepstakes micro sites for the Northwest, Rocky Mountain, and Northern California Chevy dealership groups. The sweepstake sites also incorporated Contest Factory's unique promo code generator and validation module to control the accuracy and legal requirements of the promotion. Contest Factory's Viral DNA™ tracking and reporting software provided the clients and their respective agencies with real-time data to monitor user behavior and overall campaign performance.

Results

The program increased foot traffic and customer engagement greatly. The client asked Contest Factory to generate thousands of additional promo codes several times mid-campaign, due to the promotion's popularity with consumers. Given the success experienced, Contest Factory is in discussions with other automobile brands and agencies to implement similar campaigns for other dealership groups.

For additional information, contact:

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