

A NEW SPIN ON SERVICE

Campaign drives experience, inspires action from BMW owners.

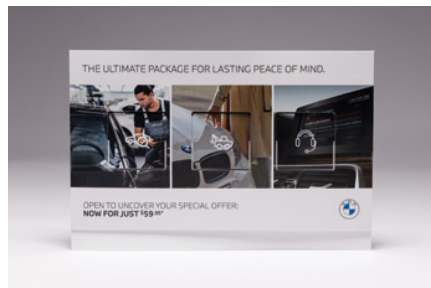
Every new BMW comes with No-Charge Scheduled Maintenance, a program that covers maintenance needs like oil changes, filter replacements, brake fluid checks, etc. for up to four years or 80,000 kilometres. When it expires, BMW retailers hope to continue their service relationship with owners.

To that end, BMW Aftersales and Richmond Day used a personalized direct mail offer to target 30,000 owners across Canada whose no-charge coverage had expired or was expiring soon, and who hadn't had a service visit for several months.

The front cover featured a triple-spinner mechanism with three die-cut windows. When the recipients opened the mailer, the cut-outs would rotate, each revealing a different highlight of the offer. The interactive nature enticed the recipient to open it, as did featuring the special price in bold lettering on the front alongside a call to action to look inside for more details.

It's sometimes assumed that BMW service is more expensive than it actually is, so it was important to feature the price front and centre. This demonstrated the value available even after the customer's no-charge coverage had expired. At the same time, the premium nature of the piece and its high-quality components mirrored the BMW experience.

The direct mail also featured a scannable QR code that could be used to instantly book the recipient's next service appointment online.



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