

Easy. Engaging. Effective.



John Samples,
We're Your 2017 Infiniti QX60's Home For Service!

INFINITI OIL & FILTER CHANGE
Genuine INFINITI Oil Filter & Up To 7 Quarts of Motor Oil per service visit.
\$11.00 OFF

PARTS & LABOR BONUS
Exclusively for John Samples!
11% OFF
Any additional Service or Repair of Your Choice!

COMPLIMENTARY CHECK ENGINE TESTING WHILE YOU WAIT!




Spring Break
IS CALLING JOHN!

Get your vehicle ready for Audi keytown today!

\$19.95 Oil Change
20% OFF Recommended Repair



HAVERFIELD ACURA

CINCINNATI REDS 2020 BASEBALL



Calendar for March/April, May, June, July, August, and September.

OIL CHANGE	FL CHANGE	ENGINE FLICKS
\$10 OFF	\$10 OFF	

Spring has Sprung!

\$100 in savings!




TOURNAMENT TIME

\$19.95 Oil Change

20% OFF Recommended Repair

at GAFFNEY KIA! • www.GaffneyKia.com



SPRING SALE




CANADIAN SPRING MAILER TEMPLATES

March, April
Spring, St. Patrick's Day, Basketball, Easter

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POPULAR SEASONAL

OFFERS

- Wiper Blades Discounts
- Air Conditioning Service
- Air Filter Replacement (Pollen Special)
- Alignment / Pothole Specials
- Coolant System Flush
- Brake Specials

FIRSTLY

THANK YOU

FOR CONSIDERING US!

WHY CHOOSE REYNOLDS AND REYNOLDS?



PERSONALIZATION

Generate a higher return on your investment with personalized mailers that catch your customers' attention and convince them to take action.



VARIABLE PRINTING

Send the right offer to the right customers with variable printing. With one campaign you can target multiple customer segments with different offers, increasing response rates and protecting your bottom line. (See page 6 for examples).



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.



INTELLIGENT OFFERS

Our nationwide network of marketing consultants has the experience to create offers that bring customers in. Throughout this book, you'll see examples of the ROI generated when these campaigns have been run for real dealers, and you'll see the offers that brought customers in.

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT



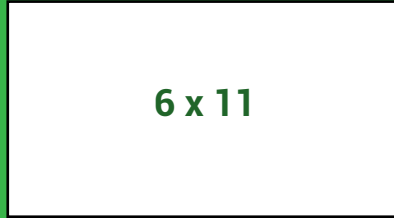
TEMPLATE CUSTOMIZATION

1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes

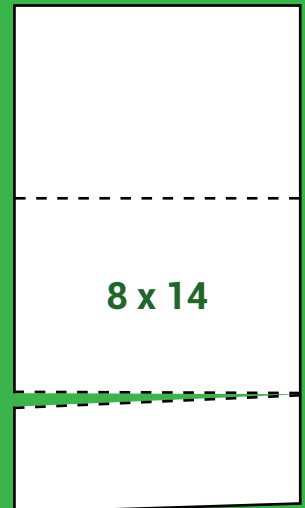
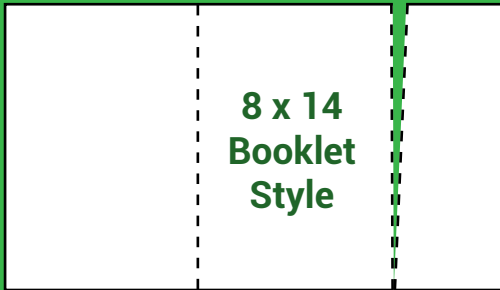
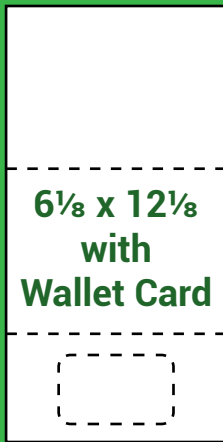
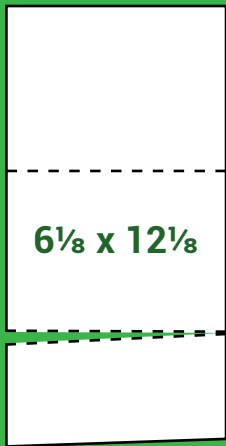
These options can be added to ANY template!

SIZES

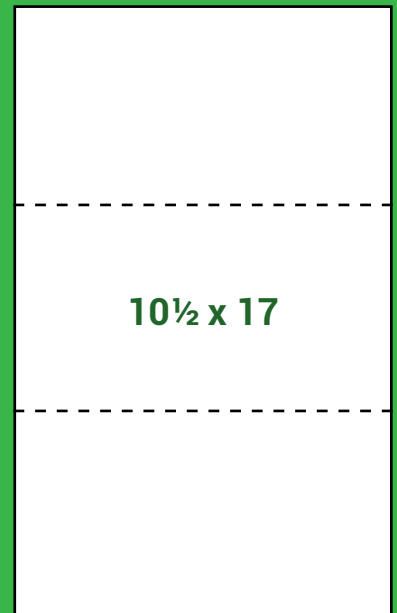
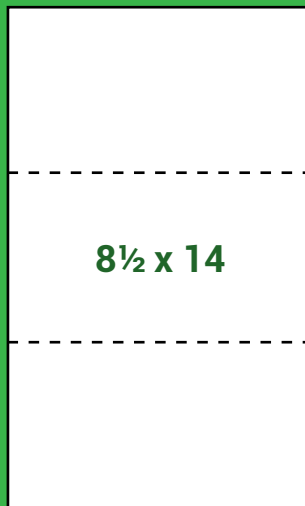
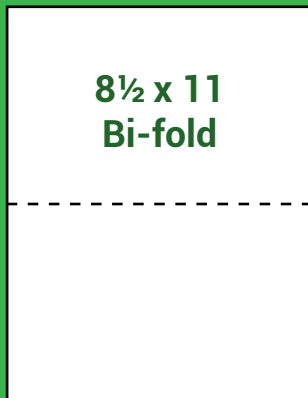
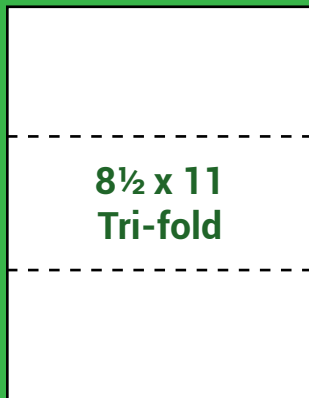
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card




SELF-MAILER



VARIABLE OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890
DATE: 06/01/19

PAY TO THE ORDER OF: John Samples

\$ 5.00

Five dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate Dave Hoffman

155774587 834872695 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017

Target 1
Current customers, who had service in the past 5 months, received **\$5.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890
DATE: 06/01/18

PAY TO THE ORDER OF: Joe Buyer

\$ 10.00

Ten dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate Dave Hoffman

155774587 834872695 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017

Target 2
Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890
DATE: 06/01/18

PAY TO THE ORDER OF: Jane Smith

\$ 15.00

Fifteen dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate Dave Hoffman

155774587 834872695 0085

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017

Target 3
Longer-term inactive customers, with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

IDEAS

SPRING

- Spring Into Savings
- Savings to Put a Spring In Your Step
- Rainy Day Savings
- Spring is in the Air
- Celebrate Spring
- Spring On In and Enjoy
- Spring Has Sprung
- Blossoming Rewards
- Spring Tune-Up Savings
- March Into Spring
- Swing Into Spring
- Spring Fever Specials
- Spring Showers Won't Stop These Deals
- CLEAN Up with These Savings
- Bright Savings
- Spring Fling Deals
- Spring Forward Sale
- Daylight Savings Savings
- You'd Be a FOOL to Miss Out
- Save Some Green on Earth Day

ST. PATRICK'S DAY

- Luck o' the Irish
- Save Some Green
- Lucky You!
- Lucky Savings
- It's Your Lucky Day
- You're In Luck
- No Pinching, Just Savings
- Feeling Lucky?
- Tip Your Hat & Save Big
- Your Lucky Charm
- Pot of Gold Savings
- Shamrock Savings

MARCH BASKETBALL MADNESS

- Basketball Madness
- Aim High This March
- Big Ballin'
- Hustle In
- Elevate Your Game
- In It To Win It
- Let the Madness Begin
- Win Big
- Catch the Madness
- Catch the Fever
- Hit the Court
- Slam Dunk Savings
- Score Big
- MVP Savings
- Catch the Savings
- March Savings Madness
- March Into the Madness
- Shoot. Score. Save
- Take Your Shot and Save
- Court-side Savings
- Home Court Advantages

EASTER

- Hop On In to Save
- Hop To It
- Hopping Into Savings
- Egg Hunt Savings
- All-Ears Special
- Deals for Every Bunny
- Fill Your Basket
- Egg-citing Savings

OFFERS THAT

DRIVE ACTION

“What’s in it for me?” That’s how a customer decides to keep or toss your offers. With shorter attention spans than ever before, it’s critical that your offers instantly make the customer say, “I want that.” The mailer below generated an impressive 10% response rate from inactive customers. It’s a great example of an effective, stand-out mailer.

People generally lose concentration after eight seconds.*

Simple offers with minimal restrictions work best.

Low price oil changes, tiered discounts based on the amount spent, and flat discounts (such as this offer for \$15 off any service) work well. They tell the customer exactly what they are getting without any work to figure out if it is a good deal or not.

Offers must be easy to redeem.

Make it easy for customers to contact you. On just this side of the postcard, the website is referenced three times—two times with the web address and once with a QR code.

Personalized offers with the customer’s name grab attention and give the offer a more exclusive feel.

5000 You are due for service at RHG Auto Group!

RHG Auto Group
800 Presidential Blvd. | Schaeffer, AZ 85501
1-800-767-7879 | www.rhgauto.com

POSTAGE

RHG Auto Group
800 Presidential Blvd. | Schaeffer, AZ 85501
1-800-767-7879 | www.rhgauto.com

Joe Reynolds

\$15 OFF
Fifteen Dollars - Good towards any service or repair. EXCLUDES

Service Rewards | **RHG Auto Group**

FREE
Car Wash
With Every Service

FREE
Certified
Multi-Point Inspection

Scan to Schedule Your 1st Service Appointment & Start Saving!

200 South Main Street
Schaeffer, AZ 85501

www.RHGAuto.com

Offers should stand out.

In this example, the coupons stand out because the white background contrasts well with the orange surrounding them. The word FREE is in a bright, large font to draw the customer’s attention.

*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

SPRING

TEMPLATES

THEMES

SPRING

ST. PATRICK'S
DAY

BASKETBALL

EASTER

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6 $\frac{1}{8}$ x 12 $\frac{1}{8}$ " SELF-MAILER

8 x 14" SELF-MAILER

8 $\frac{1}{2}$ x 11" SELF-MAILER

8 $\frac{1}{2}$ x 14" SELF-MAILER

10 $\frac{1}{2}$ x 17" SELF-MAILER

REALRESULTS

Throughout this book, ROI results are shown for previous U.S. customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.



Front



Back

SPRING

6 x 11" MAGNET POSTCARD

NEW!

NEW!



Front



Back

MORE BANG FOR YOUR DIRECT MAIL BUCKS!

Postcards with magnets attached are read 51% more often than other postcards.



**John Samples,
We're Your 2017 Infiniti QX60's Home For Service!**

INFINITI OIL & FILTER CHANGE

Genuine INFINITI Oil Filter & Up To 7 Quarts of Motor Oil (per specification)

\$11.00 OFF

Valid only at Ferman Infiniti. Please present coupon to advisor at time of auto-oil filter and other fluids only, specify that visit is for previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/20.

PARTS & LABOR BONUS

Exclusively for John Samples!

11% OFF

Any Additional Service Or Repair Of Your Choice!

Excludes tires. Certain restrictions apply. See each value. Valid only at Ferman Infiniti. Please present coupon to advisor at time of write up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/20.

COMPLIMENTARY CHECK ENGINE TESTING WHILE YOU WAIT!

Front

FERMAN
INFINITI

4567 Reynolds Way
Dayton, OH 45678
937-456-7890 | www.FermanInfiniti.com

POSTAGE

**Check Out Our
Spring into Summer
Service Specials at Ferman Infiniti**

DISCOVER THE INFINITI SERVICE EXPERIENCE!

Ferman Infiniti Complimentary Services (per service event)

- Complimentary INFINITI Multi-Point Inspection
- Complimentary Battery Performance Test & Inspection
- Complimentary Car Wash
- Complimentary Exterior Car Detail (per service event)

What Sets Ferman Infiniti apart from the others?

- #1 in Customer Satisfaction!
- INFINITI Factory Certified Technicians & Advisors
- INFINITI Parts & Fluids - Engineered specifically for your vehicle!
- INFINITI Diagnostics
- Comfortable Waiting Area with WiFi & Refreshments

TEMPLATE 008

John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

**SERVICE HOURS: Monday-Friday 7 AM to 6 PM
Saturday 9 AM to 3 PM | Sunday Closed**

© 2018 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

SPRING

6 x 11" POSTCARD

NEW!

NEW!



Front



Back



Front

Back

SPRING

6 x 9" POSTCARD

Front

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$46:1

TARGET: INACTIVE (12-36 MONTHS SINCE LAST SERVICE)

HOOK: 15% OFF REPAIRS OR SERVICE



Front



Back

SPRING

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$214:1

TARGET: ALL ACTIVE AND INACTIVE CUSTOMERS, 40 MILE RADIUS

HOOK: \$10 OFF OIL CHANGE, MONDAY-THURSDAY; BONUS BUCKS



Front



Back

SPRINGTIME SAVINGS
only at **HAVERFIELD Honda**

Oil & Filter Change
\$24.95
Synthetic Blend Oil Change

Honda Multi-Point Inspection
FREE

Battery Test
FREE

genuine Honda parts
we service all makes & models
free coffee complimentary offer
free wife

Schedule Service Online At www.HaverfieldHonda.com

Front

Transmission Service
\$99.95
Was \$135

Spring Special
FREE
Car Wash & Vacuum
With Any Service

Coolant System Service
\$99.95
Was \$135
Drain & Refill Your Engine's Cooling System

HAVERFIELD Honda
400 Reynolds Way | Dayton, OH 45429
937-454-7890
www.HaverfieldHonda.com

POSTAGE

John Samples
On-Call Resident
123 Any Street
Hollywood, CA 54321

Service Hours: Monday-Friday 7:30 AM to 6 PM * Saturday 8 AM to 4 PM

Back

SPRING

6 x 9" POSTCARD

FERMAN
INFINITI

456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.FermanInfiniti.com

**WE SERVICE ALL
MAKES & MODELS**

**Spring
SAVINGS**

See Reverse Side For Details

COMPLIMENTARY AMENITIES:

- Shuttle service
- Complimentary loaner vehicles
- Starbucks Coffee, lattes, cappuccino, hot cocoa
- Fresh baked Ott's Spankoyor Cookies
- Fresh fruit and healthy snacks
- Home theater and several cable televisions
- Children's playroom
- Wi-Fi
- Hand car wash & vacuum
- Client Business Center
- Free manicures!

Call Us at 937-456-7890 or Visit Us on the Web at: www.FermanInfiniti.com

Front

FERMAN
INFINITI

456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.FermanInfiniti.com

We Offer Nissan Factory
Parts & Factory Trained
Technicians!

FREE MANICURES AVAILABLE!

POSTAGE

Service Hours: Monday-Friday 7 am to 6 pm | Saturday 8 am to 12 pm

OIL CHANGE
\$44.95

FULL VEHICLE DETAIL
\$189.99

**Spring
SAVINGS**

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

JOHN,
Schedule your service today at www.FermanInfiniti.com

Back



Front



Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SPRING

6 x 11" POSTCARD

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$53:1

TARGET: INACTIVE CUSTOMERS (12-36 MONTHS SINCE LAST SERVICE)

HOOK: 15% OFF PARTS AND LABOR (UP TO \$150 OFF)



Front



Back

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$17:1

TARGET: CONQUEST AND INACTIVE (6-12 MONTHS SINCE LAST SERVICE)

HOOK: \$39.95 WORKS FUEL SAVER PACKAGE



Front



Back

SPRING

6 x 9" POSTCARD



Front



Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



Front



Back

SPRING

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$10:1

TARGET: INACTIVE (10-24 MONTHS SINCE LAST SERVICE) AND CONQUEST

HOOK: \$39.95 OIL CHANGE; BONUS BUCKS UP TO \$150 OFF



Front



Back



Front



Back

SPRING

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$55:1

TARGET: INACTIVE AND CONQUEST

HOOK: \$19.99 CONVENTIONAL OIL CHANGE; \$20 OFF ANY PURCHASE OVER \$50



Front



Back

6 x 9" POSTCARD

SPRING HILL NISSAN
 420 April Blvd.
 Spring Hill, GA 12345
 Service: 555-555-5555
 Parts: 555-555-5555

SPRING SERVICE SPECIALS

<p>\$10 off NEW WIPER BLADES <small>installed</small></p>	<p>\$10 off CABIN AIR FILTER <small>installed</small></p>	<p>\$49.95 ALIGNMENT SPECIAL <small>save \$20.00!</small></p>	<p>save \$20 on any parts or service purchase over \$50.00</p>
--	--	--	---

Front

Exclusive Offer For John Samples
 Take advantage of this limited time special offer. Hurry, offer expires **4/30/2018!**

\$15 OIL CHANGE
 When you buy an oil change 3-pack for just **\$45**
 A \$120 VALUE! SAVE \$75.00!

Activate this offer by bringing this coupon into Spring Hill Nissan before 4/30/2018.

www.SpringHillNissan.com

SPRING HILL NISSAN
 Service: 555-555-5555
 Parts: 555-555-5555

420 April Blvd
 Spring Hill, GA 12345
 Service Hours:
 Mon-Fri 7am-7pm
 Sat 8am-5pm

We Service All Makes & Models
 Loaner Cars Available
 Shuttle Service Available

POSTAGE

MAP TO THE GREATS

TEMPLATE S13

John Échantillons
 Or Current Resident
 123 Any Street
 Hollywood, QC A1B 2C3

Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

SPRING

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$7:1

TARGET: INACTIVE CUSTOMERS, 12-60 MONTHS SINCE LAST SERVICE

HOOK: \$29.95 OIL CHANGE; BONUS BUCKS



Front



Back

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$6:1

TARGET: INACTIVE AND CONQUEST

HOOK: \$34.95 SEMI-SYNTHETIC OIL CHANGE WITH TIRE ROTATION; 20% OFF ANY SERVICE



Front



Back

SPRING

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Back



Inside

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$33:1

TARGET: SERVICE DUE AND INACTIVE CUSTOMERS (4-18 MONTHS SINCE LAST SERVICE)

HOOK: \$19.95 REGULAR / \$39.99 SYNTHETIC OIL CHANGE, PLUS \$9.95 TIRE ROTATION



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

SPRING

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$50:1

TARGET: SERVICE DUE AND INACTIVE CUSTOMERS (6-18 MONTHS SINCE LAST SERVICE)

HOOK: BONUS BUCKS, \$10 - \$150 OFF ANY SERVICE



Outside



Inside

FOLDED



Front



Back

SPRING

6 1/8 x 12 1/8" SELF-MAILER



Front

Outside



Inside



Back

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$54:1

TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE

HOOK: \$45.95 OIL CHANGE & TIRE ROTATION OR \$30.00 OFF ANY OTHER SERVICE (EXCLUDING TIRES)

FOLDED



Front



Back



Outside



Inside

SPRING

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$112:1

TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE

HOOK: \$39.95 SYNTHETIC OIL CHANGE, CAR WASH, AND INSPECTION



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

ST. PATRICK'S DAY

6 x 11" POSTCARD



Front



Back

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$4:1

TARGET: CONQUEST ONLY CUSTOMERS (EXCLUDE EXISTING CUSTOMERS)

HOOK: \$16.96 OIL CHANGE



Front



Back

WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

ST. PATRICK'S DAY

6 x 9" POSTCARD

MITSUBISHI MOTORS **BART MITSUBISHI**
www.bartmitsubishi.com

St. Patrick's DAY SALE

POTHOLE SPECIAL
Includes:
• Tire Rotation
• Balance
• Front End Alignment
~~\$149⁹⁵~~
\$109⁹⁵

INSPECTION SPECIAL
27 Point Inspection
FREE

SAVE SOME GREEN! **Save up to \$50**

Spend	\$50 ⁰⁰ - \$99 ⁹⁹	\$100 ⁰⁰ - \$199 ⁹⁹	\$200 ⁰⁰ - \$299 ⁹⁹	\$300 ⁰⁰ - \$399 ⁹⁹	\$400 ⁰⁰ - \$499 ⁹⁹	\$500 ⁰⁰ & over
Save	\$5	\$10	\$20	\$30	\$40	\$50

Scan this QR code with your smart phone to schedule your next service online.

www.bartmitsubishi.com

Front

MITSUBISHI MOTORS **BART MITSUBISHI**
321 Main Street | Redtown, CA 12345
www.bartmitsubishi.com

We're just minutes from the Mall!
Free shuttle service available every day!

• Amenity 1 • Amenity 2 • Amenity 3

John,
Save some green with the special offers on the other side!

987-654-3210

Postage

Schedule Online At: www.BarntMitsubishi.com

Back



Front



Back

BASKETBALL

6 x 11" MAGNET POSTCARD

NEW!



Haverfield Honda
494 Reynolds Way • Dayton, OH 45443
Service: 800-855-4560 • Sales: 800-555-4562
www.HaverfieldHonda.com

TOURNAMENT BASKETBALL SCHEDULE

FIRST FOUR - DAYTON OH
MARCH 17-18

FIRST SECOND ROUNDS
MARCH 19-22

ALBANY, NY	GREENSBORO, NC
SPOKANE, WA	OMAHA, NE
ST. LOUIS, MO	SACRAMENTO, CA
TAMPA, FL	CLEVELAND, OH

REGIONAL
MARCH 26-29

MIDWEST	SOUTH
INDIANAPOLIS, IN	HOUSTON, TX
WEST	EAST
LOS ANGELES, CA	NEW YORK, NY

FINAL FOUR
APRIL 4-6
ATLANTA, GA

JOIN OUR POOL FOR A CHANCE TO WIN
 Pick the name of the team who you think will win the NATIONAL CHAMPIONSHIP.
 If your team wins, you will be entered into a drawing for 3 FREE OIL CHANGES!

YOUR NAME: _____ NATIONAL CHAMPION: _____ YOUR EMAIL ADDRESS: _____

© 2019 Haverfield Honda. All rights reserved. Terms and conditions apply. See back of postcard for details.

Front

Haverfield Honda
494 Reynolds Way • Dayton, OH 45443
Service: 800-855-4560 • Sales: 800-555-4562
www.HaverfieldHonda.com

Service Hours
Monday-Friday 9:00 am to 4:00 pm
Saturday 10:00 am to 3:00 pm

POSTAGE

BONUS BUCKS

SPENDING	AMOUNT
\$1,000	\$25
\$2,000	\$50
\$3,000	\$75
\$4,000	\$100
\$5,000	\$125
\$6,000	\$150
\$7,000	\$175
\$8,000	\$200
\$9,000	\$225
\$10,000	\$250

Haverfield Honda

JOIN THE WINNING TEAM AT HAVERFIELD HONDA

JOHN

123 Any Street
Hollywood, CA 54321

Must be 18 or older and have a valid driver's license. Offer subject to the availability of the vehicle and may vary by location. © 2019 Haverfield Honda. All rights reserved.

Back

MORE BANG FOR YOUR DIRECT MAIL BUCKS!
 Postcards with magnets attached are read 51% more often than other postcards.

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$26:1

TARGET: INACTIVE (13-19 MONTHS SINCE LAST SERVICE)

HOOK: \$39.95 OIL CHANGE; BONUS BUCKS UP TO \$50 OFF

Front

SPEND	\$50 ⁰⁰ -\$99 ⁹⁹	\$100 ⁰⁰ -\$149 ⁹⁹	\$150 ⁰⁰ -\$249 ⁹⁹	\$250 ⁰⁰ & over
SAVE	\$10	\$15	\$25	\$50

OIL CHANGE SPECIAL
UNLIMITED \$28.95 OIL CHANGES!
With coupon. Sunthru Sat. 10am-6pm. Excludes taxes, fluids, and disposal. See dealer for details.

BRAKE PADS, SHOES
50% OFF
See dealer for details. Excludes premium pads and shoes. See dealer for details.

TEMPLATE M13
11
John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

BASKETBALL

6 x 11" POSTCARD



Front



Back

BASKETBALL


6 x 11" POSTCARD

CUSTOMER FAVORITE! ★

REALRESULTS

Here's how this campaign performed for one of our customers!

 **ROI: \$25:1**

 **TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE**

 **HOOK: \$10 OFF OIL CHANGE; UP TO \$250 OFF, BASED ON 15% OFF ANY SERVICE (EXCLUDING TIRES)**



Front



Back

BASKETBALL

6 x 9" POSTCARD



**John Samples,
Court-side savings, only at**

**Cloverdale
NISSAN**

456 Reynolds Way | Dayton, OH 45430
Service: 937.456.7890 | Parts: 937.456.7891

- > Shuttle Service Available
- > Free WiFi
- > Complimentary Multi-Point Inspection
- > Complimentary Car Wash



CUSTOMER SAVINGS SPECIALS
Valid 3/1/2018 Through 4/30/2018

Scan Now To Schedule Service At
www.CloverdaleNissan.com



Front



Full Synthetic Oil Change
With Complimentary Multi-Point Technician Inspection
\$34⁹⁵

COMPLIMENTARY
Check Engine Light Diagnostic Check

**WINNER:
JOHN!**

Service Or Repair Special
\$40 OFF
Any Service Or Repair Over \$150

FREE
Tire, Battery & Brake Inspection
With Any Service

**Cloverdale
NISSAN**

Service: 937.456.7890
Parts: 937.456.7891

456 Reynolds Way
Dayton, OH 45430

Service Hours:
Mon-Fri: 7 AM to 7 PM
Sat: 8 AM to 4 PM

POSTAGE

Colby Parkcenter, 41
Barnett Lakes Blvd
Barnett Parkway
I-75 North

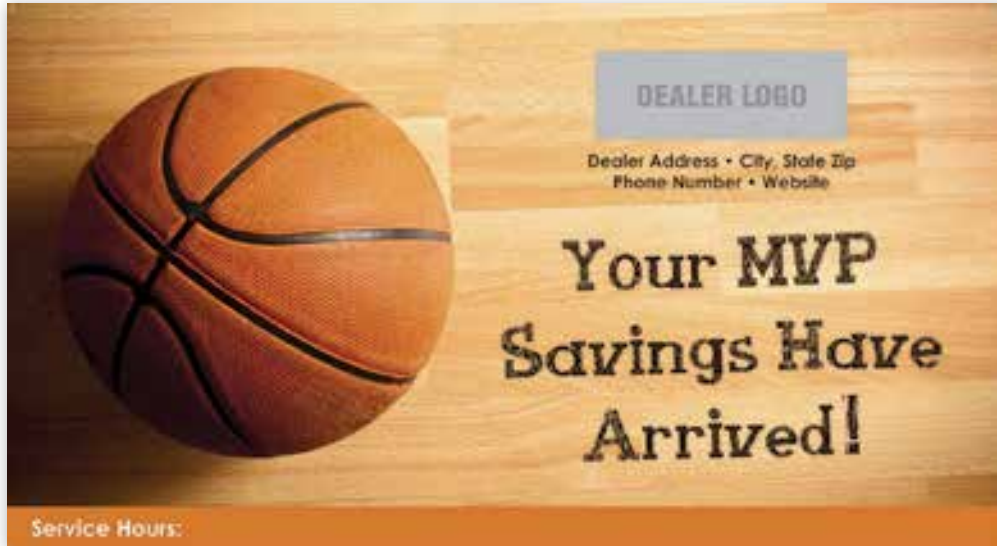
TEMPLATE M9

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

www.CloverdaleNissan.com

Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**



Front



Back

BASKETBALL

8 x 14" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$16:1

TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE

HOOK: \$10 OFF OIL CHANGE, TIRE ROTATION, CAR WASH AND VACUUM



Outside

FOLDED



Front



Back



Inside

BASKETBALL

8 x 14" SELF-MAILER

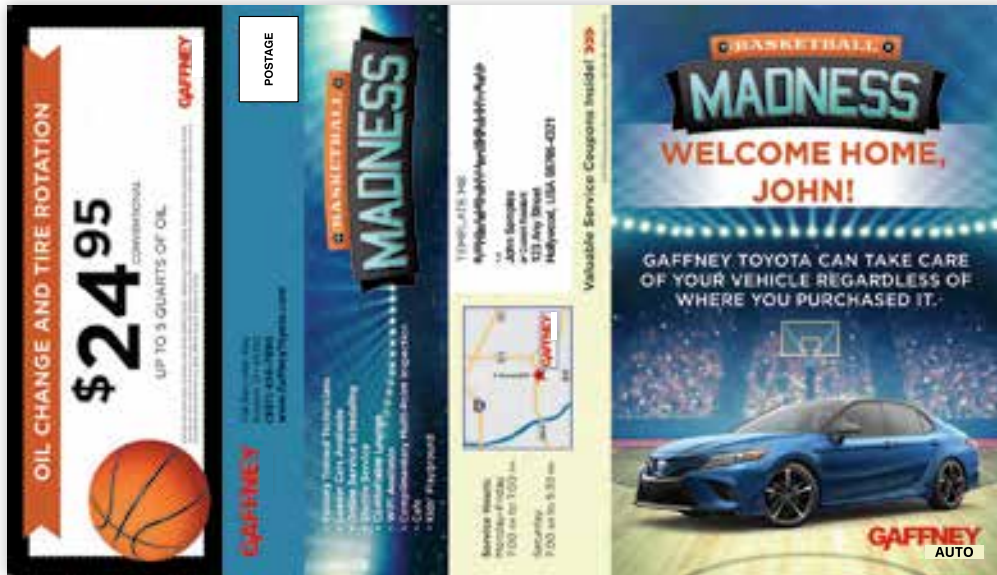
REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$7:1

TARGET: CONQUEST CUSTOMERS ONLY; 27 MILE RADIUS

HOOK: \$29.95 CONVENTIONAL/ \$39.95 SYNTHETIC OIL CHANGE



Outside



Inside

FOLDED



Front



Back

BASKETBALL

6 1/8 x 12 1/8" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our customers!

ROI: \$62:1

TARGET: INACTIVES (11-18 MONTHS SINCE LAST SERVICE) AND CONQUEST

HOOK: \$9.95 OIL CHANGE

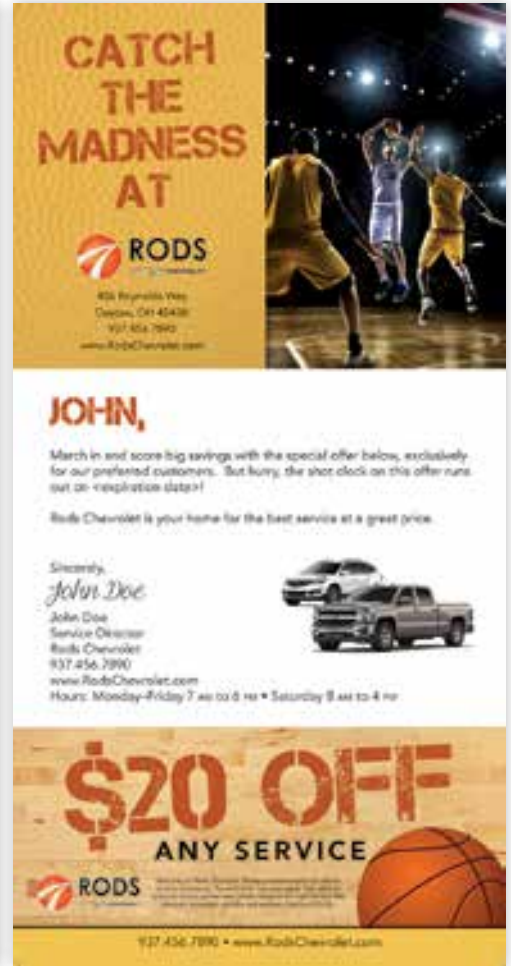
FOLDED



Front



Outside



Inside



Back

TEMPLATE M5



Outside



Inside

BASKETBALL

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our customers!

ROI: \$40:1

TARGET: SERVICE DUE AND INACTIVE (6-18 MONTHS SINCE LAST SERVICE)

HOOK: \$10-\$50 OFF, DEPENDING ON RO TOTAL

FOLDED



Front



Back

EASTER

6 x 11" POSTCARD

HAVERFIELD
Honda

937-456-7890
www.HaverfieldHonda.com

Hop On Over For BIG Easter Savings!
From your friends at Haverfield Honda

Only Factory Trained Technicians | Only Honda Certified Parts

Tire Balance and Rotation
\$49.95
With Service. See Price List For Details.
Properly balanced & rotated tires can improve tire life, fuel mileage, ride comfort and performance. Haverfield Honda includes complimentary tire rotation, torque and safety air filter checks.

Oil and Filter Change With Multi-Point Inspection
\$38.95
With Service. See Price List For Details.
Includes:
• Preparing engine oil per manufacturer's tag to 3 levels
• Inspect and adjusting fluid levels
• Check/adjusting the belt guide inspection
• Scan System On

Any Fluid Exchange \$10 OFF
Includes:
• Engine oil
• Power steering fluid
• Brake fluid
• Transmission fluid
• Coolant
• Washer fluid
• Air conditioning refrigerant

Brake Special with Rotar Resurfacing
\$205
Includes:
• Inspect brake assembly & suspension system
• Pad & rotor replacement on front & rear wheels
• Wheel cylinders, master cylinder & brake booster
• Inspect and adjust brake system
• Inspect and adjust steering

Service Hours: Monday-Friday 7 am-6 pm | Saturday 8 am-5 pm

Front

HAVERFIELD
Honda

455 Reynolds Way
Reynolds, OH 45678
937-456-7890
www.HaverfieldHonda.com

John,
Thank you for your business! Have a HOPPY Easter!

Conveniently located 1/2 Mile Past Applebee's on Reynolds Way.

Easter Savings!

Committed to 100% Customer Satisfaction

Visit our service center for some EVEN BIGGER SERVICE SPECIALS this Spring!

POSTAGE

TEMPLATE E3
#12345678901234567890
John Samples
67 Central Road
123 Any Street
Hollywood, CA 54321

Back

WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.



Document Services

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