



HERE Technologies

Sweepstakes Campaign Fiat Chrysler Automobiles

CASE STUDY



Objective

Welcome to marketing's version of Rubik's Cube.

Our objective for this campaign was to:

- First, make people put down their mobile devices (especially when driving) and start using the client's product
- Next, convince those same people to pay \$495 for a product that's nearly identical to one they can download for free
- Create an omnichannel marketing campaign that will generate at least \$1 million in incremental revenue

Target Audience

Owners/drivers of select model Chrysler, Dodge, JEEP and Ram vehicles



Marketing and Creative Strategy



Convince thousands of people to stop using their mobile devices and pay for something they can get for free.

That's a formidable task under any circumstances.

But this campaign would run during the dog days of summer – when people are out of their homes and away from their computers. Yep, during the height of vacation season.

Where to begin?

Our first question for HERE, who makes built-in navigation systems for Chrysler, Dodge, JEEP and Ram, was what's the offer? Answer: \$100 off plus a chance to win \$500 in a sweepstakes. OK, not bad. We also discovered that drivers have a strong affinity for the make of their cars or truck.

OK, we can use that, too.

(continued)

Omnichannel Campaign

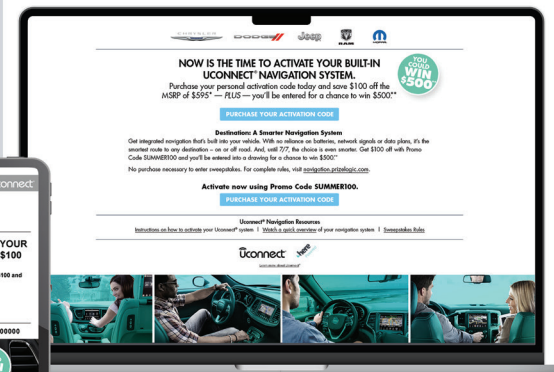
Direct Mail



Banner Ads



Landing Page



Emails

Marketing and Creative Strategy (continued)

Within seconds, we explained the benefits of activating their built-in navigation system and told readers why they should respond right away. The chance to win an extra \$500 was called out prominently in the violator and helped seal the deal. Lastly, with multiple calls to action strategically located on every screen/page, it was easy to respond.



Detail of Email #1

[Sample] activate now and save \$100 — plus, get entered to win \$500.**

Jeep

ACTIVATE THE BUILT-IN NAVIGATION IN YOUR [20XX] [MAKE] [MODEL] BY 7/7 AND SAVE \$100

[Sample], now's the time to activate your navigation system.
You save \$100 and you'll be entered for a chance to win \$500.**

ACTIVATE TODAY
Or call 1-866-471-7444

PROMO CODE: SUMMER100 | VIN: [XXXXXXXXXXXXXXXXXX]



Destination: A Smarter Navigation System
Get integrated navigation that's built into your [Make] [Model]. With no reliance on batteries, network signals or data plans, it's the smartest route to any destination — on or off road. And, until 7/7, the choice is even smarter. Get \$100 off with promo code SUMMER100 and you'll be entered into a drawing for a chance to win \$500.**

No purchase necessary to enter sweepstakes. For complete rules, visit navigation.prizelogic.com.

Cash in on this limited-time offer now.

ACTIVATE TODAY
Or call 1-866-471-7444

Uconnect **here** powered

[Learn more about Uconnect*](#)



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Promotion available online only.

*The standard MSRP is \$595. Sales tax and shipping and handling charges may apply.

**NO PURCHASE NECESSARY TO ENTER SWEEPSTAKES. Begins 5/22 at 12:00 PM ET and ends 7/7 at 11:59:59 PM ET. Open only to eligible legal 50 U.S./D.C. residents who are 18 years or older. Subject to Official Rules, available at navigation.prizelogic.com. See Official Rules for complete details, including instructions on how to enter without a purchase, odds of winning, prize details, restrictions, etc. Void where prohibited.

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Detail of Email #2

[Sample] activate now and save \$100 — plus, get entered to win \$500.*

Jeep

TIME IS RUNNING OUT. ACTIVATE THE BUILT-IN NAVIGATION IN YOUR [20XX] [MAKE] [MODEL] BY 7/7 AND SAVE \$100.

[Sample], now's the time to activate your navigation system.
You save \$100 and you'll be entered for a chance to win \$500.*

ACTIVATE TODAY
Or call 1-866-471-7444

PROMO CODE: SUMMER100 | VIN: [XXXXXXXXXXXXXXXXXX]



It Pays to Activate Your [Make] [Model] Navigation System.
Whether you're exploring a new road or going totally off the grid, you need a navigation system that adapts to your needs. So activate your built-in Uconnect® navigation system now. Just use **Promo Code SUMMER100** by 7/7 and you'll **save \$100 off** the regular price of \$595.** Plus you'll automatically be entered for a **chance to win \$500.***

No purchase necessary to enter sweepstakes. For complete rules, visit navigation.prizelogic.com.

Act now. This money-saving offer expires soon.

ACTIVATE TODAY
Or call 1-866-471-7444

Uconnect **here** powered

[Learn more about Uconnect*](#)



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**NO PURCHASE NECESSARY TO ENTER SWEEPSTAKES. Begins 5/22 at 12:00 PM ET and ends 7/7 at 11:59:59 PM ET. Open only to eligible legal 50 U.S./D.C. residents who are 18 years or older. Subject to Official Rules, available at navigation.prizelogic.com. See Official Rules for complete details, including instructions on how to enter without a purchase, odds of winning, prize details, restrictions, etc. Void where prohibited.

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Results

According to *Campaign Monitor*, the click-to-open rate is a good indicator of how interesting your content is. If your links, layout, copy and overall content are interesting, then the readers who open the email will want to “click” to learn more. A click-to-open (CTOR) rate in the 10% – 15% range is considered very good.

Our email's average CTOR for this campaign (all four makes) was 21.32%. And 23,507 readers clicked through to our landing page. Suddenly, chances of making our \$1 million revenue goal seemed realistic. Shortly after the email dropped, the direct mail went out and banner ads were placed on various ad networks.

A few weeks went by and we got “the call” from the client. The email campaign had done better than they had hoped and the direct mail results beat expectations, too. Not only did we hit the \$1 million revenue goal – WE DOUBLED IT. The campaign brought in over \$2 million in incremental revenue and was deemed a resounding success. This prompted a nice bit of feedback from our typically reticent client: “Awesome. Nice work, team!”

