

A discussion and sample case of how to
promote a new brand of vehicle.

Zoom Auto Card Rebate

Target Media Group

To promote the new Zoom vehicle I might look into a push and pull strategy of sales promotion. To engage the consumer to try the new model, Zoom should offer a generous rebate in the form of cross promotion with local business. For instance, the campaign could offer x amount of dollars toward gas at any local gas station who accepts the new Zoom Gas Card, possibly sponsored in part by a fuel company or gas station chain. The rebate could also cover the first tune-up, oil change or x amount of dollars on their first “winterizing”; when the vehicle owner preps their engine for colder weather. It could also be a rebate toward car washing and detailing to maintain the appearance of the car. This promotional rebate would help brand the vehicle as one where the brand rides with you, at least for a short-period of time. A rebate card for gas money would be reminding the person of how a constant need is being filled beyond the normal owning of the vehicle.

In addition to the consumer, I would push a campaign toward the distributor and offer some of the same incentives given to the customer. The sales person will get x amount of dollars covered by a unique and convenient Zoom Auto Card which may later on be used to get special discounts for repairs and gas. The promotion could be sponsored by local businesses who could match discounts after a certain amount to continue the patronage.

Discounts can have a negative effect also by damaging the reputation of a brand, but in the form of a rebate instead of a discount this approach may be better. Customers can abandon a brand after the sale is retracted only to wait for the next time such a discount is offered. In the purchase of a car however, people are going to be more discerning and buy off of impulse. Here, an introductory promotion is needed to gain any kind of headway in the cluttered car market. This type of rebate could work to be a support campaign for the brand image. Zoom is the friend to the local business. Zoom helps you get to where you need to be (i.e. the gas card).

Reference

1. O'Guinn/Allen/Semenik, Advertising and Integrated Brand Promotion, 6th Ed., C, Cengage Learning, 2012