

DIN A5 Expericard Mailing



Client
Audi, UK

Agency
BBH, London, UK
Good Technology, London, UK

Partner
The First Mailing Company, UK

Details

Targeting a mix of warm prospects and cold list data, the campaign fulfilment came in the form of a personalised eBridge that was mailed to each recipient. Upon placing the disc in their PC, the recipient was addressed personally using pre-loaded information from Audi's database. Alongside a 360-degree tour of the car's interior and exterior, the disc hosted the TV commercial and gave the recipient a co-driver's view of an off-road test drive through forests and across moors.

A key feature of the eBridge is its rich and sophisticated interactivity with a clearly defined return path to Audi. With just one mouse click each time, recipients could confirm their data, request a printed brochure and, importantly, book a test drive at their local Audi dealership by using the pre-filled registration form.

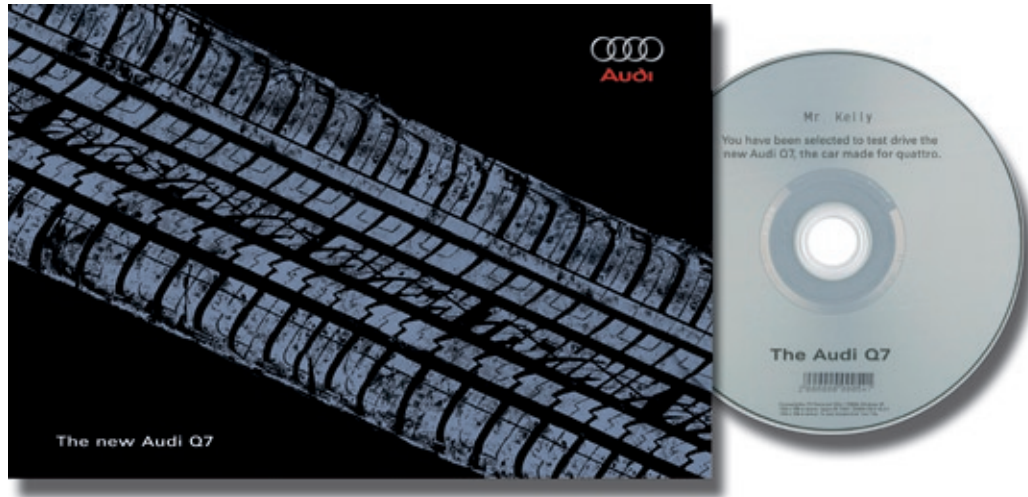
Goal

The major goals were to generate requests to test drive the new Audi Q7 and to gain the tracking data in regard to the Audi 360-degree tour.

eBRIDGE
personalised integrated media™

Contact:

For further information please contact:
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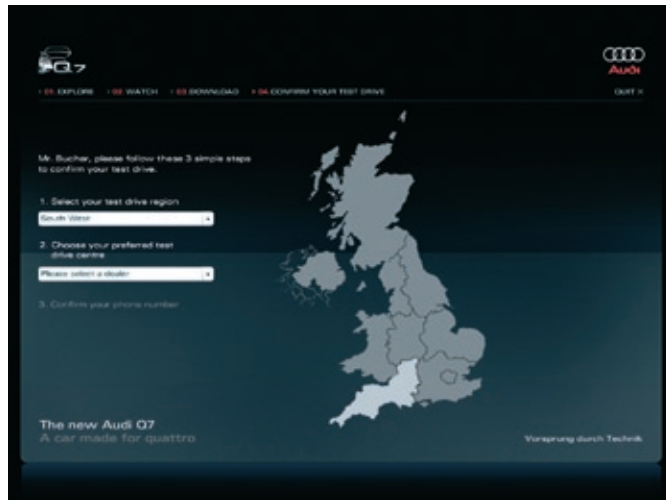


DIN A5 Expericard Mailing including personalised eBridge

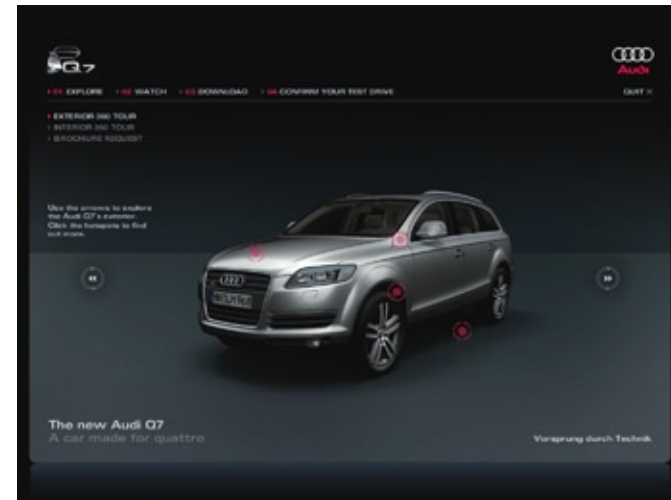


Results

The eBridge has had 3,480 unique users so far (from a total of 33,400 mailed – a response rate of over 10%) and of these, 24% (830) have gone on to request a test drive, which was the primary objective of the pack.



Pre-Filled Registration Form



Exterior 360° Tour