

# Make a Splash



## Polaris in Paradise

Building a brand and a whole bunch of bridges between Polaris and their independent dealers.

In an effort to increase brand awareness, drive dealer traffic and generate sales, Polaris Marine tapped Garritano Group to draw up a nationwide marketing plan to cover the primary selling season. Specifically, we were asked to achieve the following goals:

- Increase number of “qualified” Marine leads
- Increase Polaris Marine awareness and credibility among both dealers and buyers
- Increase Polaris Marine sales
- Maximize the marketing spend around key markets
- Drive traffic to dealerships and boat shows

Since collectively, we had modest resources and a limited window of real opportunity, we recommended that Polaris take a tightly targeted, intensely focused and highly promotional approach to its selling strategy.



We advised focusing on just a few months of the year when it really mattered most and sales activity is highest. We recommended that the thrust of the promotion revolve around a theme we created called “Polaris In Paradise” that featured a two-pronged incentive: Give away a Polaris msx™ 150, which had been named “Watercraft of the Year” by Watercraft magazine AND a free weeklong vacation to Hawaii.

The promotion also featured a strong purchase offer: a \$300 show rebate or free second year, engine-only extended service contract, a \$300 factory rebate and special financing terms.

### Industries:



Manufacturing

### Services:

- ▶ Campaign and Offer Strategy
- ▶ Creative Development and Execution
- ▶ Sweepstakes Legal and Administration
- ▶ Reporting and Analytics

### Results:

- ▶ Sales increase of 40% compared to the entire previous year
- ▶ The strategy to tightly focus the marketing spend was a smart, efficient and highly effective plan of attack to reach both dealers and buyers



**GARRITANO  
GROUP**



Direct Mail and Hang Tag

## Execution:

Concentrating primarily on direct response lead generation activities supported by point of purchase initiatives at both boat shows and dealerships, Garritano Group developed and executed a multimedia national marketing campaign directed at the specific key “high-value” markets. The promotion was offered to hundreds of participating dealerships labeled as “Rewards Program Dealers” by Polaris. Depending upon the dealership market and proximity to a boat show, dealers were tiered by market and received specific promotional elements to “promote the promotion” and drive traffic to their dealership.

Two weeks prior to the launch date, all participating dealers received a notification e-mail, dealer program marketing kit and a link to a dealer microsite where they could order additional marketing materials and customize them to their dealership.

Elements included:

- Posters and Banners
- Premiums
- Product Hang Tags
- Entry Forms
- Statement Inserts & Direct Mail
- Customer E-mails
- Promotion Microsite
- :30 TV Spots
- :60 Radio Spots
- Jr. Page Print Ads



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