

Ski-Doo Western Demo Tour Projects \$7M in Sales



Effective & Efficient Direct Mail, Print & Integrated Media

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Executive Summary:

Bombardier Recreational Products is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles. For their upcoming demo tour, they wanted to showcase their new Summit snowmobile.

PrintComm/Marketing Impact created the following outcome results:

- 941 people registered for the demo tour through personal URL sites
— This number represents 85% of the total registration count
- 87.35% of the registrants who answered the Purchase Question plan to purchase a snowmobile in the next year

Bombardier Recreational Products (BRP)

Since their founder Joseph-Armand Bombardier obtained his first patent in 1937, Bombardier's 7,900 employees continuously innovate, in order to offer products and cutting-edge services. Their products are distributed in over 100 countries. Their brands and products include Ski Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Spyder roadsters, Evinrude outboard engines, as well as Rotax propulsion systems.

Their vision includes the following attributes:

- Winning attitude
- Integrity
- Innovation
- Quality though rigorous execution
- Financial strength

With those standards, it enables their team to create market-shaping products, products that give powersports consumers a unique experience which all together, are safer, more responsible and more respectful of communities and the environment in which they reside.

Challenges

Bombardier's event team wanted to showcase the new summit and how it was designed for use in higher elevation and mountainous areas with deeper powder. Their team knew that their Summit riders were typically adventurous, seasoned riders who enjoy challenging conditions and steeper grades.

This was only one factor that motivated where the Western Demo Tour would be hosted. Their goal was to let prospects test out these new models in a high-adrenaline setting.

Ultimately, BRP had the following event objectives:

- Ensure attendance and registration for this experience
- Determine which leads are engaged and which potential buyers to target after the demo

The event was designed to provide a high-value experience for mountain sled enthusiasts. Riders would be outfitted with apparel and accessories that were tied into the snowmobile. From there, they would complete an aggressive two-hour ride, led by one of their guides.

Solutions

The best plan of action was to invite owners of older Summit models or hot leads, those who had expressed interest in the Summit in a previous web visit and certain snowmobile club members in the target states. Dealers in target states were sent promotional kits with invitations so they could invite customers who would be a good fit for the demo event.

Direct mail pieces and email messages contained images of the new sled models and a description of the offer, which was a free opportunity to come take a demo ride. Initially, the only response channel to be offered was going to be a toll-free phone number, supervised by a BRP contracted call center.

With 35 sets of dates and venues, an oversized postcard was the type of piece that was budgeted for, but it wasn't practical to share the date/venue information on the piece. The combination of the consumer preferred response and the need for the consumer to know when and where the events would occur seemed to point to the personal URL/microsite as the best course of action.

PrintComm constructed a microsite using assets from other components of the campaign. The site complimented the direct mail, email and dealer promotion materials. Site visitors were able to view a more expanded version of the event and experience, along with being cautions regarding the skill level necessary to participate. The call centers phone number was listed on all pages so visitors could always pick up the phone and call at any point, whether it was for questions or to register immediately.

A registration page was created and visitors that had personal URL's had their information updated while viral visitors provided their contact information. All visitors were asked to indicate the venue(s) that were of interest to them, their preference for the morning or afternoon session and when would the best time be to contact them.

On top of this, they were asked some simple marketing questions:

- Did they currently own a snowmobile?
- What brand(s) do they own?
- Did they plan on purchasing a snowmobile? Specific time frames were indicated, as well as a do not plan to purchase option.

After they completed the registration, a trigger email with the consumer's data was sent to the call center. The call center would follow up with the consumer to confirm exact date and time, as well as sharing helpful tips and waiver information.

Results

PrintComm's solution using personalized URL's was a clear success. Here's a breakdown of all the results and metrics.

Bombardier Recreational Products Received:

- 941 registered for the demo tour through the personal URL site
 - This number represents 85% of the total registration count
 - 625 of the web registrants received a personal URL
 - 316 visited virally or from a dealer invite that contained a general URL
- 96 (28.66%) of their hot leads email list visited the site and 26 (7.76%) registered for the event, bringing a conversion rate of 27.1%
- 268 (20.44%) of the people who received email and direct mail visited the site and 94 (5.22%) registered, bringing a conversion rate of 25.5%
- 1,112 (3.75%) of those only received direct mail visited the site. 506 (1.70%) of them registered, bringing a conversion rate of 45.5%
- There were 5,031 total microsite visits and 2,825 unique visits. The average person visited the site 1.78 times
- 87.35% of the registrants who answered the purchase question planned to purchase a snowmobile in the next year. This questions was not required. The buying time frame was broken down and their response:
 - 1-3 Months – 13.92%
 - 3-6 Months – 14.56%
 - 6-12 Months – 58.87%
 - No plans to buy – 10.10%
- The total number of registrants from the web and phone was 850. If that figure is extended to an 87.35% purchase rate, the total number of buyers should be approximately 754. At an average value of \$9,500 for snowmobile and accessories, this represents more than \$7M in sales.

The final results proved that BRP's event demo was successful. It allowed a firsthand and unique experience to qualified leads, with a high percentage being ready to buy within the next 12 months. Their sales team had plenty of leads to follow up with and convert into closed sales.

Closing Remarks

“BRP had a very unique proposition for their event,” says Kevin Naughton, Owner & President of PrintComm/Marketing Impact. “The chance to see what the new snowmobile models were capable of handling and experiencing it firsthand was genius. Showcasing that proposition through an integrated marketing campaign worked beautifully, but the two concepts coupled well together.”

If you want to see what PrintComm can do for your company or organization during their next event, please contact Kevin personally at 800-935-1592 or via email at knaughton@printcomm.com



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