



The Promotional Specialists – Gold Winner for Multiple Audiences

When Toyota wanted to support the launch of Club Toyota, an online community for Toyota owners or those considering owning a Toyota, the company enlisted The Promotional Specialists to help with promotion of the site and to help garner strong dealer support.

The initiative had to reach internal and external stakeholders and it had to allow dealers to provide a quick summary of features and benefits to get more consumers onboard and drive web traffic.

The site includes access to promotions, contests and new car launches; members can also check their car maintenance record or updates to leasing payment information.

The Promotional Specialists created promo products that would allow more interaction, including sending cookies to every Toyota Canada and dealership employee, which were individually branded in packages with the theme — the cookies created a good buzz around the new site.

The Promotional Specialists also included Rubik's Cubes for the dealership waiting areas, and lanyards for service staff with "ask me" on them — to which staff could explain the club.

Registrations to Club Toyota increased over 10 per cent as a result of a summer online contest administered at the dealerships.

One of the most popular items was the ReturnMoi Lost and Found key tags. The Promotional Specialists provided a three-month supply to each dealer and handed out one with each new vehicle delivery. The tag postcards were customized and the tag itself included information about Club Toyota.

"Not only did they (The Promotional Specialists) provide me with a great assortment of products to choose from, they took my vague ideas and used their design team to see my vision through," says Stacey Metcalfe, customer experience management for Toyota Canada Inc.

The result was overwhelming: Club Toyota experienced a 21 per cent increase in website traffic in the first month of the program and a staggering 300 per cent within three months. Registrations to Club Toyota increased over 10 per cent as a result of a summer online contest administered at the dealerships. [more](#)