

Campaign proved “key” for CAA

How many times have you lost your car keys only to have someone return them? Not often. But with a new campaign that CAA South Central launched, already over 100 keys have been returned to their owners in the last few months. Just a year old, the program is aimed at not only reuniting CAA members with their lost keys, but also enticing them to review their CAA memberships.

CAA South Central Ontario was looking for a cost-effective promotion that would motivate existing CAA members to visit a CAA store to claim a gift. “The client is always looking for ways to entice and engage the clients to renew—they needed to find a way where the client sees value,” says Stephen Sparling, vice-president of McCabe Promotions in London, Ont., the distributor for the promotion. In the past, CAA used items such as blankets or trunk organizers, which are related to the car industry, but the recovery key tag is omnipresent and unique: “It’s wonderful for clients because it’s in front of them all the time on the key chain—they are constantly reminded that this is a value-added gift,” says Sparling.

CAA South Central wanted to test two different promotional products to see which one would result in more members visiting a CAA store. The two promotional products chosen were a trunk organizer and lost-and-found key tags.

It worked like this: a month before members’ second-year membership was up for renewal, 10,000 members were sent a notice to visit a store to receive a free promotional gift. Once at the store, the members were also asked if they wanted to renew their membership.

Fulfillment of the CAA-branded recovery tags was very cost-efficient: at less than \$3 per store, 66 per cent of members came into a store to claim their gift. Fulfillment of the trunk organizer was over \$15 per store and 71 per cent of members came into stores.

CAA-branded recovery key tags, provided by ReturnMoi, was the best return on investment in terms of price, execution, distribution and branding effectiveness as members would see the CAA brand 24/7 on their key ring for the next few years.

When customers received their tags, they had instructions to go online, call, or scan a QR code to activate each key tag’s unique ID with ReturnMoi Lost & Found, a lost and

found recovery company. If their keys ever get lost, finders are motivated to contact ReturnMoi. ReturnMoi then picks up the keys and returns them to the owner free of charge from anywhere in the world.

Testimonials from members and organizers who lost their keys were the real test. This promotion really resonated. “My son misplaced the keys to my vehicle when he was at work. Before he even was aware he lost them, someone else in his building found them and called. I received the call from ReturnMoi and my son had them back in his hands before he left work that day. Great service!” says Line Villeneuve, a



CAA Ontario board member.

Following the success of the program, CAA South Central is continuing to use the key tag lost and found program with their “On-board program” where first-year members are mailed CAA-branded recovery key tags one month prior to their renewal due date. CAA South Central is currently reviewing circulation of the key tag program to all their members across southern Ontario.

CAA South Central has also shared their success with several other CAA and AAA (American Automobile Association) offices in the last few months. As a result, some CAA and AAA chapters have also ordered the recovery key tag program provided by ReturnMoi. With an astounding 95 per cent recovery rate, the program makes losing your keys almost fun. [men](#)

