



“Letters from Santa” Sales Promotion

Introduction

1. **Goal:** To increase November 1st through December 7th GM Dealership foot traffic by engaging customer participation in a unique community-relations Holiday service.
2. **Concept:** “Letters from Santa” is a holiday-oriented event proven to create excitement and drive customers to the host location of the *Santa’s Post Office* display. The event becomes the centerpiece for local/regional promotion via print/TV, direct mail and word-of-mouth.
3. **Description:** A heart-warming service enabling adult customers to send colorful letters from Santa to their favorite children during November. This complimentary offer generates tremendous goodwill and compliments efforts to build greater community awareness for the participating GM Dealership.

4. **Benefits:**

a. **Increases Holiday Foot Traffic**

“Letters from Santa” is a proven program that brings customers into participating GM Dealerships during the season when everyone’s in a buying mood.

Customers are first introduced to this event via the “*How to Send a Letter from Santa to Your Favorite Child*” print advertisements and newsletter inserts. These outreach tools explain how the event works and informs everyone that a stop at their local GM Dealership enables them to take advantage of this unique opportunity. Dealers can expect two visits to occur:

- **Visit #1:** Parents, grandparent, teachers, child care providers, and many more, will visit the showroom to select the colorful Letters and Envelopes at the specially prepared Santa’s Post Office display.

- **Visit #2:** Many participants will return to deposit their addressed and stamped letters in order to receive the magic Santa Claus, Indiana Postmark before delivery to the recipient.



b. **Generates Community Goodwill**

Here’s a truly unique way of building brand awareness in the local market. All supplies carry the dealership logo and GM Brands so customers will remember who made this special treat possible. This complimentary offer is the ideal way of saying “Merry Christmas!” to children of all ages.

c. **Creates Excitement Through Participation**

Selecting and mailing a heart-warming letter to that special child captures the imagination and motivates each customer to participate. Customers coming into the dealership are focused and attentive as they visit Santa’s Post Office - what better way to create a lasting impression.