

Automotive Industry

With \$21 billion in overall ad spending, the automotive industry is still the largest U.S. advertising category. Recent studies show automakers and dealers pulled dollars out of television, newspaper and magazine spending and increased spending on digital media (search engines, mobile marketing, rich media ads and micro-sites) and promotion.

The music download and ringtone cards are ideal for a variety of automotive promotions.

- Card's custom graphics serve as a mini-billboard.
- Drive traffic to the automaker's, dealership's, or repair center's website.
- Capture data from current and prospective customers for future marketing.
- Recycled plastic cards are light-weight and made in the U.S.A.
- Extensive library of songs (3.5+ million) offers music to match each member's taste.
- iPod / MP3 compatible.
- PC / MAC compatible.

Repair Service Incentive Gift – The service department is the most profitable department for auto dealerships. Drive customers into the dealership for routine maintenance by offering a 5-song music download card (or ringtone card) with an oil change. Increase tire or after-market sales, by using the cards as a gift-with-purchase.

Auto-Show Premium – The light-weight cards are an ideal handout for auto-shows, road-shows, and marketing events. The benefits include: minimal drayage and shipping costs, easy to handout and for the recipient to take home, and the custom survey can capture a wealth of data for future marketing purposes.

Digital Media Premium - Increase the effectiveness of digital media initiatives by driving potential and existing customers to the automakers website to sign-up for monthly newsletters / service promotions, view video ads, or view new product launch campaigns. For example, increase sign-up for online newsletters, by emailing a music download card upon registration. Increase web advertising click-thru rates by offering a ringtone card to those who respond to the link.

Test Drive Reward – Target recent college graduates and first-time buyers by rewarding potential customers who test drive a vehicle with a 25-song music download card.

Tire Tread Cards – Custom printed tire tread card comes with a 4-color process front and back. Ideal for: car dealers, repair shops, auto supply stores, tire stores and service stations. CFS is your one-stop shop for plastic printing; custom cards, key-tags and shapes!

