

Case Study

Trafficmaster

When Trafficmaster, the GPS experts, wanted a new programme to incentivise BMW dealerships into promoting their new Trackstar product, they came to us.

They were looking for a solution that would not only promote their new product's benefits over its competitors, but also appeal to the BMW sales team in a unique and sales-driving way.

“

The Argos Rewards Card helped us achieve the immediate cut-through we needed, and really captured sales peoples' attention. We're using the same mechanic in another channel and expect similar success.

”

Head of Automotive Sales
Trafficmaster

The solution

Our simple but effective 'instant-win' programme rewarded each sale with one of our electronic Rewards Cards. Worth anywhere between £30 and £100, the BMW sales representative simply called our helpline to find out their card's value and activate it. As an additional incentive to sell Trackstar quickly, we also limited the number of cards available.

The results

As well as helping boost sales of Trafficmaster's Trackstar GPS by 19%, our programme also helped them achieve their targets. Plus, as they were able to claim back the VAT on our Rewards Cards, which they couldn't do with multi-retailer vouchers, we helped their budget go further.



To find out more about our rewards and incentives:



0845 421 7000



www.argosforbusiness.co.uk