

BLACK FRIDAY

Clearance Event

CAMPAIGN SPECS

RIALTO Mailer

4/4 - 8.5 x 17 3 Up Check w/ Bleed
Double Nested with Check Perfs
Half Folded, Slit, Nested & Inserted
into a 6 x 9 Match Mail Envelope



FOCUS:

Black Friday Weekend Clearance Event
with Service and Sales Incentives

EFFECTIVE TIME PERIOD:

Black Friday Weekend, Annually

GIVEAWAYS/PREMIUMS:

A \$25 Virtual Incentives Gift Card with a Test Drive

CAMPAIGN ENHANCEMENTS:

Match Mail- with Handwritten Addressed Envelope
3 Check Design- individually perforated for authentic look/feel

SPECIAL INCENTIVE CONSIDERATIONS:

\$25 Virtual Incentives GiftCard PASS Offer with
every Test Drive

2 Changeable Service Offers:

- Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts and Service