



## GO TEAM

### REPCO

*Automotive parts and accessories*

#### **ISSUE**

With over 80 stores nationwide, our client required a means of engaging with their large customer base in a fun and innovative way, particularly at branch level where customer engagement was generally restricted to those trade customers calling into their local branch to pick up their auto-parts. Awareness of national promotional campaigns was often limited and a portal for greater promotional reach and frequency was needed.

#### **SOLUTION**

A national Go Team Rugby competition based around the ITM Cup provincial rugby championship, allowing branches to set up sub-groups and engage with their local customers. National promotions and offers were integrated into player emails and in-game.

#### **OUTCOME**

Increased good-will between branches and their local customers.  
Great fun and internal interaction between company Staff, Branches and Support Office.  
Increased promotional reach and frequency.  
Increased sales and market share nationwide.  
Customer data capture and database assembly.

***FEEDBACK ABOUT THE PROMOTION HAS BEEN SUPERB AND HAS BEEN A GREAT WAY TO BUILD RELATIONSHIPS AND LOYALTY WITH CUSTOMERS. ONE OF OUR SALES REPS SAID IT WAS SIMPLY THE BEST THING WE'D EVER DONE IN THE PROMO AREA. WE'RE IN A BLOKES' BUSINESS AND BLOKES LIKE CARS AND SPORT, AND WE QUICKLY BUILT A DATABASE OF MORE THAN 800 COMPETITORS***

Repco

