

Manufacturing

CASE STUDY

071012-001



**Within one year,
autoship plans
participation
increased 10-fold.**

INDUSTRY	Manufacturing
OBJECTIVE	Increase autoship plans. Customers were motivated that they would be taking delivery without having to call and order them.
TIME FRAME	6-month period.
OFFER	Sign-up for 6 months autoship for a specific amount and receive a complimentary vacation.
RESULTS	Results were outstanding. Within one year, autoship plans participation increased 10-fold. 42% of the total audience (over 1,900 offices) earned more than one vacation. This program produced amazing results and thousands of vacations have already been sent out to offices in the USA. We have had a huge increase in cases shipped and just think of the loyalty effect after the spring when so many customers had a great travel experience.
NEXT ACTION	Planning another promotion using Motivation Advantage vacation incentives to keep building the number of office participating with our product.