

Driving Revenue By Helping Drivers Envision Their Next Lexus

Hollandridderkerk



“MyNextLexus 1-to-1 Magazine”

Best-of-the-Best Award Winner –
Direct Mail/Marketing
Xerox Premier Partners Global Network

Hollandridderkerk is a leading provider of innovative graphic media solutions developed with the firm’s deep print and information technology expertise. The company has 75 employees and is based in Ridderkerk, Netherlands, near Rotterdam.

www.hollandridderkerk.nl

“Customers have a ‘wow’ reaction when they receive the magazine after a visit to the showroom. Some even call the dealer to let them know how much they appreciate it.”

– Arno de Winter, Director, Hollandridderkerk

Hollandridderkerk – “MyNextLexus 1-to-1 Magazine”

When Lexus dealers in the Netherlands wanted to extend their personal, red-carpet touch to their product collateral, Hollandridderkerk created a personalised magazine-like brochure focused on the customer’s preferred vehicle and options. The new piece has been an effective sales tool for Lexus, and for Hollandridderkerk, an impressive example of the company’s expertise in one-to-one communications.

Challenge

Lexus, the luxury vehicle division of Japanese automaker Toyota, is Japan’s largest-selling line of premium cars. In the Netherlands, as in many parts of the world, Lexus gives its customers the red-carpet treatment, placing a high priority on using every contact point to show the utmost care for prospects, showroom guests and customers. This commitment led the Lexus dealer organisation to want its brochure to rise to a level above conventional communications, to better represent the dealers’ personal attention and red-carpet treatment while helping to improve sales results.

Solution

The Hollandridderkerk team created a personalised brochure called, “My Next Lexus,” which has the look and feel of a magazine. The brochure’s content is varied to reflect the customer’s interests, such as their preferred Lexus model, colours, options and accessories. The piece also contains relevant articles and branded content, as well as the Lexus sales rep’s contact information. Dealers order the personalised magazine from a website driven by XMPie® uStore®, creating a print job that follows an automated workflow driven by Xerox® FreeFlow® Core and processing variable information with XMPie® PersonalEffect®. Printing is on a Xerox® iGen4® Press with a Xerox® FreeFlow Print Server, and the brochure is finished on a C.P. Bourg® BDF.

Results

The “My Next Lexus” brochure has generated many positive reactions from customers, leading Lexus dealers to believe it effectively extends their personal approach, contributing to closer customer relationships and placing Lexus top of mind when customers compare alternatives. The piece also serves as an effective reference when dealers follow up with customers.

For Hollandridderkerk, the work is very profitable, serves as a strong showcase of the value of personalised communications and offers a convincing proof point about the company’s expertise in one-to-one communications.

The programme also has led to two additional Lexus jobs: a menu card that helps customers configure their ordered vehicle and a special gift that is delivered halfway through the delivery period.