

Opel

Maintenance Reminder



The Challenge & Objectives

The Challenge

Due to the economic crisis, the automotive industry has been experiencing a considerable decrease in both the new car sales figures and the volume of guarantee maintenance services – and this has resulted in significant decline of service and maintenance revenues.

Objectives

- to generate visitors / customers to Opel service stations
- to generate awareness for Service 4+ services of Opel
- to approach as many vehicle owners and fleet managers as possible and educate them on the importance of brand maintenance services;

The Idea

We identified the solution
as a smartphone application
that reminds the owner
of the scheduled maintenance tasks
and helps them find an appropriate
brand service location.



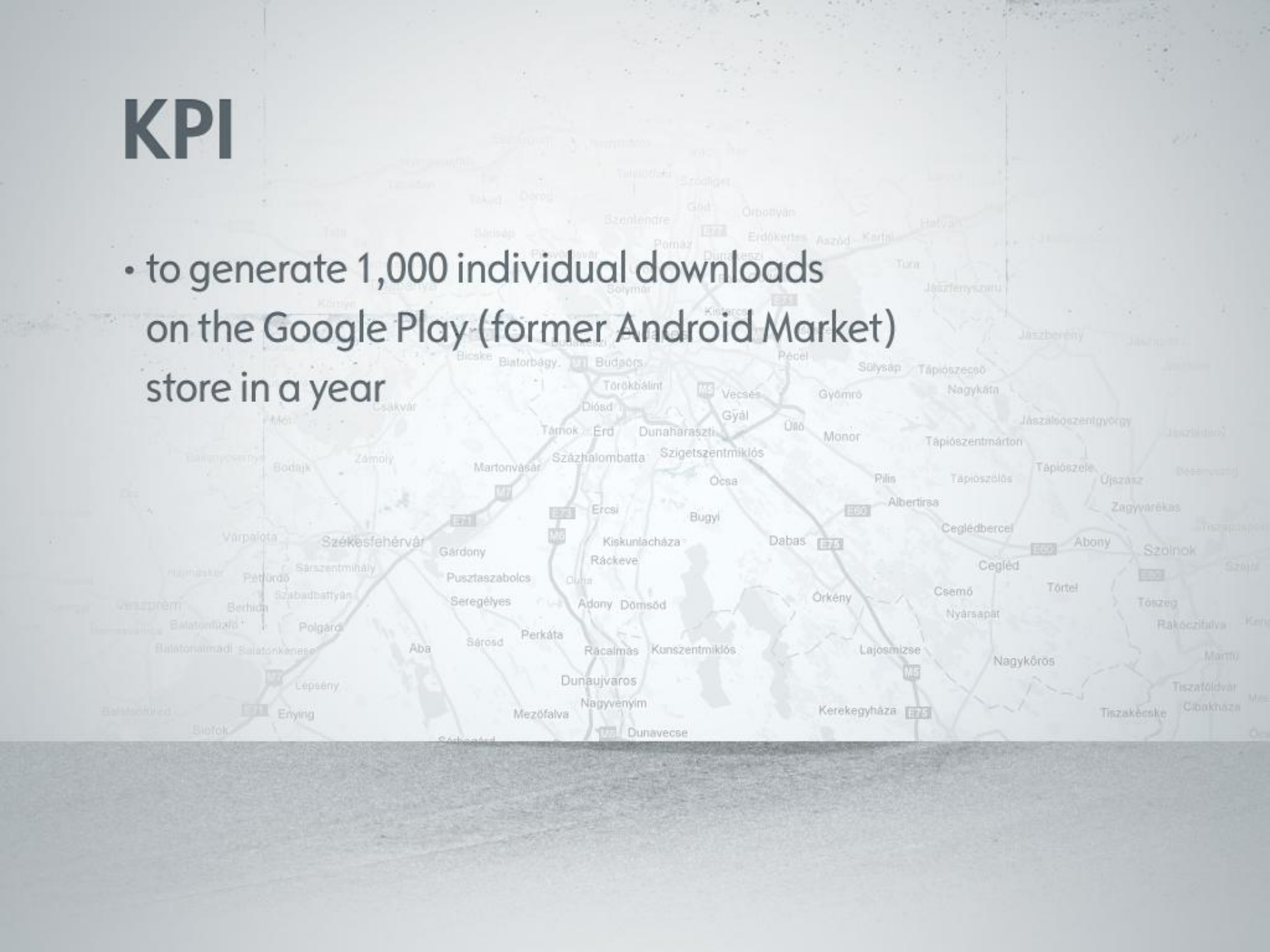
Main functions

- Maintenance task reminder
- Service location finder
- Instant quotes directly from the brand dealers
- Vehicle manual
- New vehicle offers



KPI

- to generate 1,000 individual downloads on the Google Play (former Android Market) store in a year



Successful Integrated Media Support & Cooperation of 3 Aegis Media Brands



Mobile
digital media
search



Earned media /
word of mouth
pr



Website (.com)
Instore media
crm, mobile

ACTEUROPE
automotive communications team

iProspect.

kirowskiisobar

The Results

The number of downloads of the free application exceeded the annual plan already in the second month after publishing...



...and more than 8500 Opel owners downloaded it till December, 2012