

Easy. Engaging.
Effective.



12 NEW HOLIDAY DESIGNS INSIDE!

2022 CANADIAN HOLIDAY MAILER TEMPLATES

October, November, December

Thanksgiving, Halloween, Holiday/Christmas, New Years

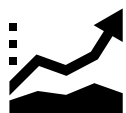
WHY REYNOLDS AND REYNOLDS

FOR YOUR HOLIDAY GREETINGS



GOODWILL

Holiday greetings are a great way to build goodwill with customers and show your appreciation for their business.



EFFECTIVE

Customers appreciate saving a little extra during the holidays. Some might delay vehicle maintenance or repairs in lieu of holiday expenses. Offering an incentive might be just the persuasion they need. With our program, customers also love the convenience of the tear-off coupon that they can easily slip into a wallet.



SIMPLE

You choose the template from one of over 50 designs, and tell us who you want to target. We do the rest!



FLEXIBLE

We will include your logo, amenities, hours, website, and phone number. If you want to change the text of the letter, we can do that. If you want a custom-designed piece, we can do that too.



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.

CONTENTS

WHAT’S NEW AND OUR RESULTS 2

HOT TOPICS..... 3

MAILER SIZES 4

WALLET CARD OPTION 5

CUSTOMIZE YOUR TEMPLATE 6

VARIABLE OFFERS 7

INSIDE TEXT IDEAS..... 8

HOLIDAY TEMPLATES—INTRODUCTION 9

 THANKSGIVING TEMPLATES 10-17

 HALLOWEEN TEMPLATES..... 18-23

 HOLIDAY/CHRISTMAS TEMPLATES..... 24-49

 NEW YEARS..... 50-55

WHAT'S NEW

AND OUR RESULTS!

NEW!

Holiday greetings from your Reynolds Document Services team!! In addition to 12 BRAND NEW templates, we also freshened up some holiday favorites. Check out these pages to see new designs and fresh updates.

*Please note, requests for templates that have been updated will result in use of the new art.
If you need the old artwork used, please make sure to note that.*



Average Holiday Campaign Results

The two common targets for holiday campaigns are: active, lapsed and inactive customers, which typically includes customers from 0-24 months since their last transaction, and lapsed and inactive customers, which typically includes customers 8-36 months since their last transaction. While the average response rate is lower for campaigns targeting lapsed and inactive customers, the average customer pay ROI is higher, because inactive customers are typically outside the warranty period.

17% **\$40:1**
response rate customer pay ROI

TARGET: ACTIVE, LAPSED & INACTIVE CUSTOMERS

12% **\$52:1**
response rate customer pay ROI

TARGET: LAPSED & INACTIVE CUSTOMERS

Email rds@reyrey.com for complimentary samples

TOPICS

QR Codes to link customers to vehicle value:

Don't let your customers trade keys with another dealer! Encourage your customers to sell you their used vehicles with a vehicle value link right on your piece.



TG21 • p 10



HW12 • p 20



76 • p 26



75 • p 26



71 • p 28



HW12 • p 20



79 • p 48



72 • p 28

NY18 • p 54

QR Codes to schedule service:

Don't let your call to action lose momentum! Allow customers to take action right away and schedule service seamlessly from their mobile device with a QR code.



HW11 • p 20



TG22 • p 10



TG19 • p 15



78 • p 25



76 • p 26

Powerful Personalization: Personalization is a prominent feature of most of our campaigns because it drives better engagement and better results. Check out the templates below for examples of personalized headlines and offers designed to grab attention and generate responses. Plus, check out page 8 for an example of how we can personalize offers for different customer segments.



HW11 • p 20



78 • p 25



77 • p 25



59 • p 33



79 • p 48



58 • p 33



57 • p 34



46 • p 38



45 • p 38



43 • p 39



42 • p 40

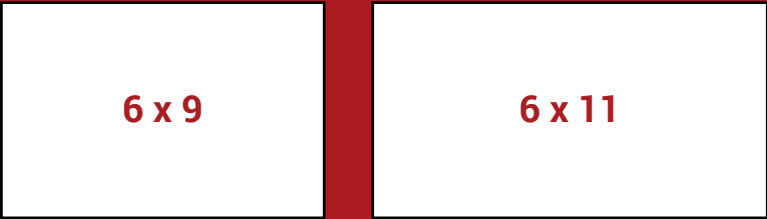


4 • p 44

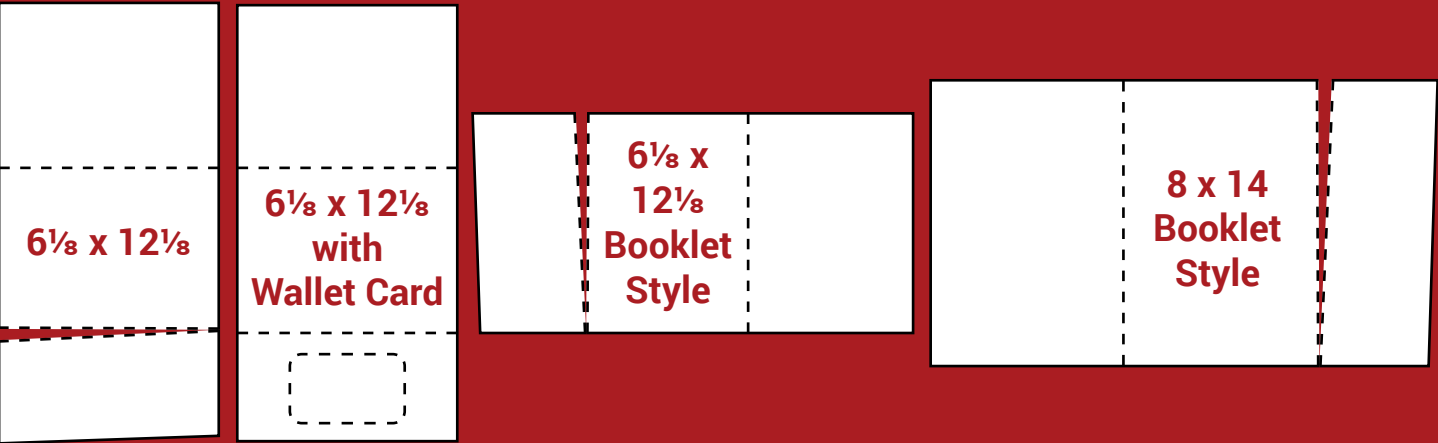
MAILER

SIZES

POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



FOLDED



Front



Front



Front



Back



Back



Back

OPTION

All 6 1/8" x 12 1/8" holiday mailers can have a convenient, perforated wallet card at the bottom, instead of the tear off panel. Ask your Document Services Consultant for more information on this option.



Template 45



Template 21WC



Template NY6



Email rds@reyrey.com for complimentary samples

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT

Each tri-fold mailer is printed on light gloss stock. The unique size of the mailer allows it to stand out from other mail. First Class or Standard Mail postage are available.



TEMPLATE CUSTOMIZATION

1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Your signature line and contact information
8. Custom offers

These options can be added to ANY template!

VARIABLE OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



IDEAS

The text inside each template is completely customizable. If your mailing includes multiple segments, the inside text can vary to fit each one, at no additional charge.

ACTIVE CUSTOMERS:

- Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories. (G1)
- In the spirit of the holiday season, we would like to thank valued customers like you who have been an important part of our success. We have attached a special holiday gift to let you know how much your loyalty is appreciated. We wish you all the best this holiday season. (G2)
- Happy Holidays! It's the perfect time of year to show our appreciation for customers like you, who have supported our business throughout the year. To show our appreciation, please enjoy the special savings below on your next service. We look forward to seeing you soon! From all of us, we wish you and yours a safe and jolly holiday season. (G3)
- From our <Dealership Name> Family to yours, we hope your holidays bring happy memories and that your new year is excellent. We're always here to help ensure that your travels are safe, and we've included extra special savings below to show our appreciation for your business. We look forward to seeing you soon. (G4)
- Happy Holidays from everyone at <Dealership Name>! May your holidays provide many great memories, and may your new year be one of the best yet. We've included special savings below to show our appreciation for your continued business. (G5)
- From the entire <Dealership Name> family to yours, best wishes for the happiest of holidays and a prosperous new year. We have included special savings below to show our appreciation for your continued business. We look forward to seeing you soon! (G6)

INACTIVE CUSTOMERS:

- Happy Holidays from our service team! We noticed that you haven't been in recently and we wanted to extend a special offer to welcome you back. Just bring the certificate below in to save on your next service. We look forward to seeing you soon! (G7)

POTENTIAL CUSTOMERS:

- Happy Holidays! The <dealership name> service team invites you to "test drive" our service department. Use the certificate below to save xx off your first service with us. We look forward to seeing you soon! (G8)

HOLIDAY

TEMPLATES

THEMES

THANKSGIVING

HALLOWEEN

HOLIDAY/
CHRISTMAS

NEW YEARS

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6½ x 12½" SELF-MAILER

8 x 14" SELF-MAILER

REALRESULTS

Throughout this book, ROI results are shown for previous U.S. customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.

TEMPLATE TG22

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER

NEW!

SMILE! Include a photo of your team on this (or any) holiday campaign to help connect with customers.

NEW!

Our Holiday Gift for the Samples Family

\$20 off your next service

BMW Anytown
Authorized Dealer
4367 Reynolds Way
Dayton, OH 45424
937-456-7890
www.BMWAnytown.com

Service Hours: Mon-Fri 9:00 am to 5:00 pm | Sat 9:00 am to 4:00 pm | Closed Sunday

POSTAGE

Jonathan,

WE ARE GRATEFUL FOR CUSTOMERS LIKE YOU!

Jonathan Samples
123 Any Street
Hollywood, CA 54321

grateful.

Happy Thanksgiving

FROM ALL OF US AT BMW ANYTOWN

Dear Jonathan,

Thank You! Customers like you are at the heart of the success of our dealership, and we appreciate you trusting us for automotive needs. From our family to yours, we wish you a joyous holiday season and a new year filled with hope and prosperity.

Sincerely,
Jenna Smith
Jenna Smith
Service Manager
BMW Anytown
937-456-7890
www.BMWAnytown.com
Service Hours: Mon-Fri 9:00 am to 5:00 pm | Sat 9:00 am to 4:00 pm | Closed Sunday

P.S. Please note that your special savings expire on <date>.

Service you deserve.

- Online appointment scheduling, including pick-up/drop-off reservations
- Lounge with personal work stations, free Wi-Fi, and large screen TV
- Quietest coffee and refreshments
- Extended complimentary car washes

BMW Anytown
101 Any Road
www.BMWAnytown.com

TEMPLATE TG21

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER

NEW!

NEW!

Our Holiday Gift for the Samples Family

50% COMPLETE

Good Package: \$1750 (Reg. \$2750)
Offer valid on new vehicle purchase or lease. See dealer for details.

POSTAGE

Audi Anytown
101 Any Road
Dayton, OH 45424
937-456-7890
www.AudiAnytown.com

Service Hours: Mon-Fri 9:00 am to 5:00 pm | Sat 9:00 am to 4:00 pm | Closed Sunday

Jonathan, 'tis the season for gratitude. Please find your customer appreciation gift inside.

DEAR JONATHAN,

Thank You!

Customers like you are at the heart of the success of our dealership, and we appreciate you trusting us for automotive needs. From our family to yours, we wish you a joyous holiday season and a new year filled with hope and prosperity.

Sincerely,
Bill Knight
Bill Knight
Service Manager
Audi Anytown
www.AudiAnytown.com
Service: 937-456-7890
Sales: 937-456-7891

Service Hours: Mon-Fri 9:00 am to 5:00 pm | Sat 9:00 am to 4:00 pm | Closed Sunday

P.S. Please note that your special savings expire on <date>.

HAPPY Thanksgiving

THANK YOU FOR YOUR BUSINESS.
HAPPY HOLIDAYS
FROM THE STAFF AT AUDI ANYTOWN

HOLIDAY FINANCING SPECIALS

0% \$500

FINANCING AVAILABLE! SEE US TODAY!
VALUE YOUR VEHICLE INSTANTLY!

TEMPLATE TG18

THANKSGIVING

6⅞ x 12⅞" SELF-MAILER

WRITE YOUR OWN CHECK!

Pay to the order of John Samples Jackson Dale

Spend	\$0 - \$49	\$50 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 & over
Save	\$10	\$15	\$20	\$30	\$40	\$50

Jackson Dale GMC
456 Reynolds Way • Dayton, OH 45478
937.456.7890 • www.jacksondalegmc.com

POSTAGE

John,
Look inside for your special Thanksgiving savings!

TEMPLATE TG18
123 Any Street
Hollywood, CA 54321

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Season OF thanks

Happy Thanksgiving

Dear John,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy Holiday season and prosperous New Year!

Sincerely,
John Manager
John Manager
Service Manager
Jackson Dale Buick GMC
937.456.7890
www.jacksondalegmc.com

All of our customers enjoy these great benefits!

- Complimentary Rotation for Life with Purchase of Set of Tires
- Complimentary shuttle service
- Complimentary loaner vehicles for repairs over \$250
- Complimentary Wi-Fi, coffee, and bottled water

Jackson Dale GMC
456 Reynolds Way • Dayton, OH 45478
937.456.7890
www.jacksondalegmc.com

TEMPLATE TG15

THANKSGIVING

6⅞ x 12⅞" SELF-MAILER

OUR GIFT TO YOU!

\$15 OFF
Any service or repair

GAFFNEY KIA
4567 Reynolds Way • Dayton, OH 45478
937.456.7890 • www.gaffneykia.com

POSTAGE

Special Savings inside for the Samples Family!

GIVE THANKS

TEMPLATE TG15
123 Any Street
Hollywood, CA 54321

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

WE'D LIKE TO GIVE THANKS

WE'RE THANKFUL FOR YOU!

DEAR JOHN,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We've included these **special savings** to show our appreciation for your continued business.

Sincerely,
Timmy Manager
Timmy Manager
Service Manager
Gaffney Kia
Hours: Monday-Saturday 7:00 AM to 5:30 PM
Sunday CLOSED

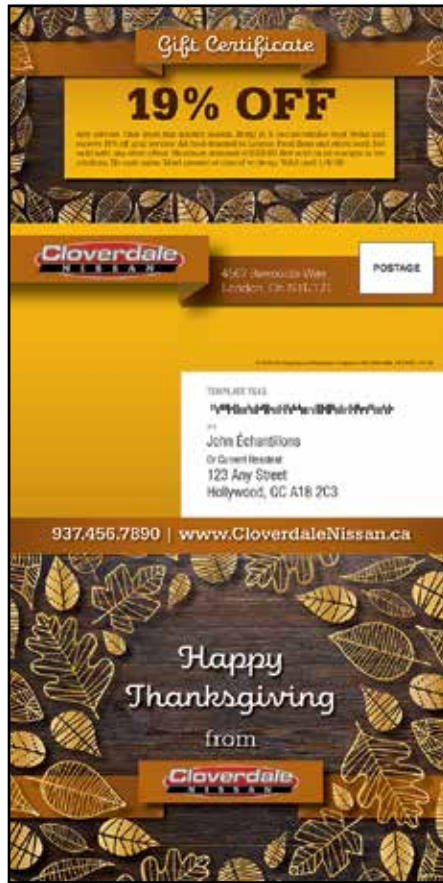
P.S. Your gift certificate expires 12/31/20!

GAFFNEY KIA
4567 Reynolds Way • Dayton, OH 45478
937.456.7890 • www.gaffneykia.com

TEMPLATE TG13

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE TG12

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER



WANT TO SEE A SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

TEMPLATE TG10

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER

WRITE YOUR OWN CHECK!

Pay to the order of *John Samples* Jackson Dale

Speed	10-149	150-199	200-299	300-399	400 & over
Save	\$10	\$15	\$20	\$30	\$40

Jackson Dale
4330 Reynolds Hwy • Dayton, OH 45424
937.456.7890
www.jacksondalegmc.com

POSTAGE

Certified Service

John,
Look inside for your special Thanksgiving savings!

TEMPLATE TG10

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

GIVE THANKS

Certified Service

Dear John,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy Holiday season and prosperous New Year!

Sincerely,
John Manager
John Manager
Service Manager

Jackson Dale Buick GMC
937.456.7890
www.JacksonDaleBuickGMC.com
Hours: Monday-Friday 7:30 AM to 6:00 PM • Saturday 8:00 AM to 4:00 PM

Certified Service

All of our customers enjoy these great benefits!

- Complimentary Rotation for Life with Purchase of Set of Tires
- Complimentary shuttle service
- Complimentary loaner vehicles for repairs over \$250
- Complimentary Wi-Fi, coffee, and bottled water

Jackson Dale
4330 Reynolds Hwy • Dayton, OH 45424
937.456.7890
www.JacksonDaleBuickGMC.com

Certified Service
Monday-Friday 7:30 AM to 6:00 PM • Saturday 8:00 AM to 4:00 PM • Sunday Closed

TEMPLATE TG7

THANKSGIVING

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$64:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 10% OFF ANY SERVICE

GOLDEN HYUNDAI
4330 Reynolds Hwy • Dayton, OH 45424 • 937.456.7890
www.GoldenHyundai.com

POSTAGE

GOLDEN HYUNDAI
4330 Reynolds Hwy • Dayton, OH 45424
937.456.7890
www.GoldenHyundai.com

Sample BCP

John Samples
Or Current Resident
123 Any Street
Hollywood, USA 98765-4321

John,
Find your Customer Appreciation Savings Inside!

HAPPY THANKSGIVING

GOLDEN HYUNDAI

thank you

We're thankful for you, John!

Dear John,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy Holiday season and prosperous New Year!

Sincerely,
Service Manager
Name _____
Title _____
 dealership Name _____
Phone _____
Website _____
Email _____

GOLDEN HYUNDAI
4330 Reynolds Hwy • Dayton, OH 45424
937.456.7890
www.GoldenHyundai.com

HAPPY THANKSGIVING

OFFER

TEMPLATE TG4

THANKSGIVING

6⅛ x 12⅛" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$36:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF ANY SERVICE



TEMPLATE TG8

THANKSGIVING

8 x 14" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$24:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$20 OFF ANY SERVICE



TEMPLATE TG20

THANKSGIVING

6 x 11" POSTCARD

NEW!



NEW!



TEMPLATE TG19

THANKSGIVING

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$30:1

TARGET: 2009-2010 NISSAN AND CHRYSLER; 8-48 MO SINCE SERVICE; 45 MI RADIUS

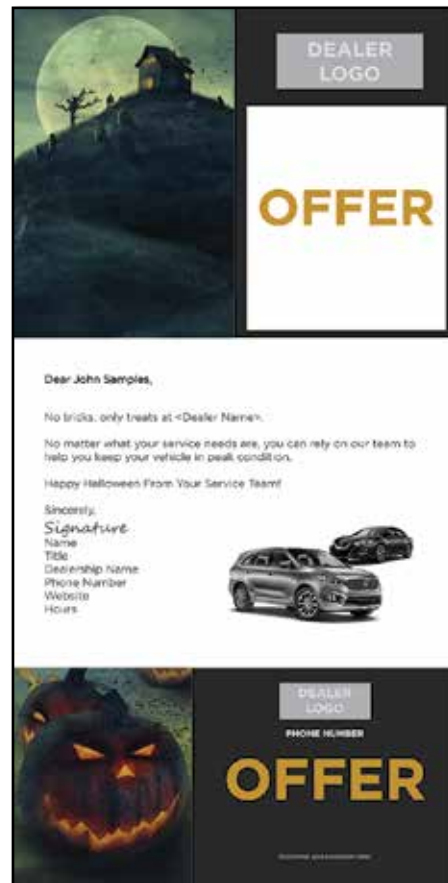
HOOK: \$20 OFF OIL CHANGE AND 10% OFF ANY RECOMMENDED MAINTENANCE



TEMPLATE HW1

HALLOWEEN

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE HW5

HALLOWEEN

8 x 14" SELF-MAILER



WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

TEMPLATE HW12

HALLOWEEN

6 x 9" POSTCARD

NEW!

NEW!



TEMPLATE HW11

HALLOWEEN

6 x 11" POSTCARD

NEW!

NEW!



**GPS SENDING YOU ON
SHORTCUTS?**

Get your Chevy ready for anything!

**ARDUNE
MOTORS**

Synthetic Oil Change & Tire Rotation
\$39⁹⁵ Regular price \$69.95 - SAVE \$30!

\$69⁹⁵ REG. PRICE **A/C CHECK**
 Inspect belts, hoses, and overall system performance

SAVE UP TO \$100

SPRINT	500L	SPRINT	500L
750-799	750	7500-7499	750
7500-7499	750	7500-7499	750
7500-7499	750	7500-7499	750
7500-7499	750	7500-7499	750
7500-7499	750	7500-7499	750

HALLOWEEN SAVINGS!

**ARDUNE
MOTORS** **POSTAGE**

4807 Reynolds Valley
 Dayton, OH 45478
 937.456.7890
www.ArduneMotors.com

Service Hours:
 Mon-Fri 8 am to 6 pm
 Sat 9 am to 5 pm
 Closed Sunday

**FREE OIL CHANGERS
 COUPON MATCH
 VEHICLE PROGRAM
 FREE TUNE-UPS**

TEMPLATE INFO
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

**NO TRICKS,
Just Treats!**

Pick Your Treat
 ANY SERVICE
\$15⁰⁰ OFF
OR
15% OFF

More SPOOKINCULAR SAVINGS on the back!

**HAVERFIELD
ACURA** 937.465.7890 | www.HaverfieldAcura.com

COMPLIMENTARY PICKUP/DELIVERY OF YOUR VEHICLE • SCHEDULE ONLINE • OUTDOOR WAITING AREAS

Oil Change Special
\$24⁹⁵
Reg. \$44.95
 Includes up to 5 qts standard conventional oil, genuine Acura air filter and motor oil. Synthetic extra. Excludes diesel.
Responsible dealer must inspect and advise customer of vehicle condition and safety before service.

Pothole Special
\$74⁹⁵
Reg. \$14.95
 Includes 4-wheel alignment, tire rotation, and tire balance.
Not valid on vehicles with 16" or larger wheels. See dealer for details. Excludes off-road vehicles. Dealer's choice.

**HAVERFIELD
ACURA** **POSTAGE**

456 Reynolds Way | Dayton, OH 45478
 937.465.7890 | www.HaverfieldAcura.com

SERVICE HOURS
 Mon-Fri 9 am to 6 pm • Sat 9 am to 5 pm • Sun 10 am to 5 pm • Closed Sunday

**JOHN,
DON'T MISS OUT ON THESE SWEET TREATS!**

TEMPLATE INFO
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

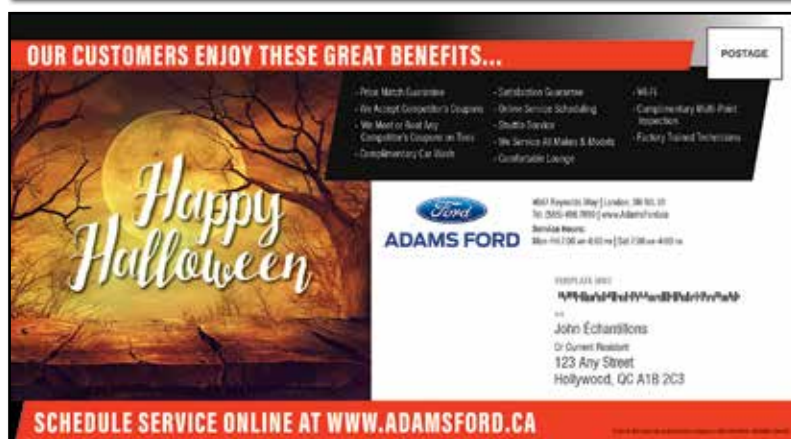
© 2022 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

6 x 11" POSTCARD



6 x 11" POSTCARD

22



John, GRAB these
SCARY GOOD DEALS
before it's too late!

WINTER SAVINGS
Save 1.8% off any repair, up to \$1,000 off

Repair	Save
\$100 - \$1,000	up to \$1,000 off
\$1,001 - \$2,000	up to \$2,000 off
\$2,001 - \$3,000	up to \$3,000 off
\$3,001 - \$4,000	up to \$4,000 off
\$4,001 - \$5,000	up to \$5,000 off
\$5,001 - \$6,000	up to \$6,000 off
\$6,001 - \$7,000	up to \$7,000 off
\$7,001 - \$8,000	up to \$8,000 off
\$8,001 - \$9,000	up to \$9,000 off
\$9,001 - \$10,000	up to \$10,000 off

NISSAN BATTERY REPLACEMENT
\$129.95
installed - most vehicles

BRAKE SPECIAL
front or rear axle
\$229.95
Includes: resurfacing of rotors and new Value Advantage brake pads

WIPER BLADE REPLACEMENTS
Maintenance Advantage
Wiper Blades
\$12.95
each - installed

OIL CHANGE SPECIAL
Includes:
• 5 quarts regular oil & filter
• multi-point inspection
OR
Oil Change Plus Includes:
• 5 quarts regular oil & filter
• tire rotation
• air filter replacement
• multi-point inspection

\$33.95
OR
\$62.95

**750 Reynolds Way
Dayton, OH 45430
(937) 456-7890
www.CloverdaleNissan.com**

POSTAGE

John Samples
Or Current President
123 Any Street
Hollywood, CA 54321

We Service All Makes & Models • Shuttle Service Available • Schedule Service Online at www.CloverdaleNissan.com

QUICK TIPS to maximize your mailing's moxie!

- 1 Consumers love convenience, so be sure to include amenities like shuttle service, service without an appointment, late service hours, etc., that make your service drive the easy choice.
- 2 Many consumers respond to direct mail by going online. In addition to including your website on your mailing, share your social media accounts, too, and leverage a strong Google rating by mentioning it on your mailing, like this: Check out our 4.5 star rating on Google!

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

HOLIDAY/CHRISTMAS

TEMPLATES

In the hustle and bustle of December, there is more than just Christmas Day to think about and prepare to celebrate with the ones you love.

Some notable December holidays, in addition to Christmas and New Years, include:

- Bodhi Day
- Hanukkah/Chanukah
- Winter Solstice
- Kwanzaa
- Boxing Day

NEW!



NEW!



TEMPLATE 76

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

NEW!

SMILE! Include a photo of your team on this (or any) holiday campaign to help connect with customers.

NEW!



TEMPLATE 75

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

NEW!

NEW!



NEW!

NEW!




6 1/8 x 12 1/8" SELF-MAILER

REAL RESULTS

Here's how this campaign performed for one of our U.S. customers!

 **ROI: \$28:1**

 **TARGET: TOYOTA
VEHICLES, 7-24 MO
SINCE SERVICE; 20 MI
RADIUS**

HOOK: \$15 OFF ANY SERVICE



TEMPLATE 72

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

Our Holiday Gift for the Samples Family

\$20 off any service



BMW Anytown
Authorized Dealer
343 Highway 101
Beverly, CA 94923
927-456-7890
www.bmwanytown.com

Offer valid at BMW Anytown. Please present this offer at time of service. Offer good on all BMW services. Excludes repairs, maintenance, and parts. Offer ends 12/31/2020.

POSTAGE

Service Request
Reply by 12/15/20
Postage will be paid by
John Samples



BMW Anytown
Authorized Dealer
343 Highway 101
Beverly, CA 94923
927-456-7890
www.bmwanytown.com

Join us this season for gratitude. Please find your customer appreciation gift inside.

Template 72

John Samples
123 Any Street
Hollywood, CA 94321

- Free shuttle service
- Lender vehicles
- Customer Wi-Fi
- Kids playground
- Comfortable waiting lounge
- Free car wash with service
- Price match guarantee

LET US HELP YOU CELEBRATE CHRISTMAS and your New Year





THANK YOU FOR YOUR BUSINESS.

HAPPY HOLIDAYS

FROM THE STAFF AT BMW ANYTOWN



DEAR JOHN,

The holiday season is the perfect time to let valued customers like you know how much we appreciate your business. To show our appreciation, we have included exclusive savings for you.

If you are considering upgrading to a new Acura, we have an excellent selection of new Acuras available right now with financing incentives sure to make your holidays even brighter.

Sincerely,

Bill Knight
Bill Knight
Service Manager
Haverfield Acura

www.haverfieldacura.com
Service: 927-456-7890
Sales: 927-456-7891
Service Hours: Mon-Fri 9 am to 5 pm • Sat 9 am to 4 pm • Sun 10 am to 2 pm
Sales Hours: Mon-Fri 9 am to 5 pm • Sat 10 am to 4 pm • Sun Closed

P.S. Please note that your special savings expire on 12/31/20.

HOLIDAY FINANCING SPECIALS



0% \$500

FINANCING AVAILABLE • LOAN TO 60 MONTHS

VALUE YOUR VEHICLE INSTANTLY!



Offer good on new Acura vehicles. Please present this offer at time of purchase. Offer good on all Acura vehicles. Excludes repairs, maintenance, and parts. Offer ends 12/31/2020.

TEMPLATE 71

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$20:1

TARGET: ALL VEHICLES, 4-36 MONTHS SINCE SERVICE; 30 MI RADIUS

HOOK: \$10 OFF ANY SERVICE OR REPAIR

OUR SPECIAL GIFT FOR THE SAMPLES FAMILY

\$20 OFF ANY SERVICE



343 Highway 101 • Beverly, CA 94923
927-456-7890
www.haverfieldacura.com

HAVERFIELD ACURA

Offer valid at Haverfield Acura. Please present this offer at time of service. Offer good on all Acura services. Excludes repairs, maintenance, and parts. Offer ends 12/31/2020.

POSTAGE

Service Request
Reply by 12/15/20
Postage will be paid by
John Samples

John Samples
123 Any Street
Hollywood, CA 94321

Template 71

John Samples
123 Any Street
Hollywood, CA 94321

HAPPY HOLIDAYS AND HAPPY NEW YEAR



DECK YOUR DRIVEWAY WITH A SHINY NEW ACURA!
LOOK INSIDE FOR SPECIAL HOLIDAY SAVINGS

MAY YOUR DAYS BE MERRY AND BRIGHT!



Dear John,

The holiday season is the perfect time to let valued customers like you know how much we appreciate your business. To show our appreciation, we have included exclusive savings for you.

If you are considering upgrading to a new Acura, we have an excellent selection of new Acuras available right now with financing incentives sure to make your holidays even brighter.

Sincerely,

Bill Knight
Bill Knight
Service Manager
Haverfield Acura

www.haverfieldacura.com
Service: 927-456-7890
Sales: 927-456-7891
Service Hours: Mon-Fri 9 am to 5 pm • Sat 9 am to 4 pm • Sun 10 am to 2 pm
Sales Hours: Mon-Fri 9 am to 5 pm • Sat 10 am to 4 pm • Sun Closed

P.S. Please note that your special savings expire on 12/31/20.

HOLIDAY FINANCING SPECIALS



0% \$500

FINANCING AVAILABLE • LOAN TO 60 MONTHS

VALUE YOUR VEHICLE INSTANTLY!



Offer good on new Acura vehicles. Please present this offer at time of purchase. Offer good on all Acura vehicles. Excludes repairs, maintenance, and parts. Offer ends 12/31/2020.

TEMPLATE 70

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$12:1

**TARGET: 2010-2020
KIA VEHICLES, 10-36
MO SINCE SERVICE;
30 MI RADIUS**

**HOOK: \$20 OFF ANY
SERVICE**



TEMPLATE 69

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**



TEMPLATE 68

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$36:1

**TARGET: 2000-2020
CHEVY; 4-24 MO
SINCE SERVICE; 30
MI RADIUS**

**HOOK: \$10 OFF
ANY SERVICE**

Happy Holidays. Samples Family!

\$20 OFF
any purchase

Valid only on Parts Chevrolet. Most products are sold in select areas. Excludes taxes and service. See your dealer for details. Expires 12/31/2020.

RODS
3234 Reynolds Way • Dayton, OH 45424
937.456.7890 | www.RodsChevy.com

POSTAGE

John,
Make your holidays
happier with the
special offer inside!

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2020 The Reynolds and Reynolds Company. All rights reserved.

MERRY CHRISTMAS
HAPPY NEW YEAR

MERRY CHRISTMAS
HAPPY NEW YEAR

Dear John,

Happy Holidays from everyone at < dealership name >. May your holidays provide many great memories, and may your new year be one of the best yet.

We've included special savings to show our appreciation for your continued business.

Sincerely,
Sam Smith

Sam Smith
Service Director
Rods Chevrolet
937.456.7890
www.RodsChevy.com
Hours: Mon-Fri 9 am to 5 pm | Sat 9 am to 4 pm

P.S. Please note that your special savings expire on < date >.

Take Advantage Of These Great Benefits!

- Country shuttle service
- Loaner vehicles
- Complimentary snacks & beverages
- FREE car wash with any service
- Complimentary coupon match

RODS
3234 Reynolds Way • Dayton, OH 45424
937.456.7890 | www.RodsChevy.com

Service Hours
Mon-Fri 9 am to 5 pm | Sat 9 am to 4 pm

TEMPLATE 67

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

Our special gift for the
Samples Family

\$15 Towards
any service

Valid only on Parts Acura. Most products are sold in select areas. Excludes taxes and service. See your dealer for details. Expires 12/31/2020.

HAVERFIELD
(A)ACURA
3234 Reynolds Way • Dayton, OH 45424
937.456.7890 | www.HaverfieldAcura.com

POSTAGE

John,
To thank you for your
business, we've included
your holiday gift inside!

TEMPLETE 67

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2020 The Reynolds and Reynolds Company. All rights reserved.

Merry Christmas
HAPPY NEW YEAR

Happy
Holidays!

From the
team at
HAVERFIELD
(A)ACURA

Dear John,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included special savings to show our appreciation for your continued business. We look forward to seeing you soon!

Sincerely,
Service Manager

Name
Title
 dealership name
Phone
Website
Hours

P.S. Please note that your special savings expire on < date >.

All of our customers enjoy these
great benefits!

- Complimentary shuttle service
- Complimentary Wi-Fi, coffee, and bottled water
- Complimentary loaner vehicles
- Online service scheduling at our website

HAVERFIELD
(A)ACURA
3234 Reynolds Way • Dayton, OH 45424 • 937.456.7890
www.HaverfieldAcura.com

Service Hours
Mon-Fri 9 am to 5 pm | Sat 9 am to 4 pm

TEMPLATE 66

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

OUR GIFT TO YOU!

\$20

TOWARD ANY SERVICE

ADAMS FORD

1234 Reynolds Way • Dallas, TX 75001

937.456.7890

AdamsFord.com

ADAMS FORD

1234 Reynolds Way • Dallas, TX 75001

937.456.7890

AdamsFord.com

JOHN,

Find your special holiday offer inside!

TEMPLATE 66

John Samples

Or Current Resident

123 Any Street

Hollywood, CA 54321

Dear John,

From our family to yours, we wish you a holiday season filled with peace and joy! We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included **special savings** to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name _____

Title _____

Dealership Name _____

Phone _____

Website _____

Hours _____

P.S. Please note that your special savings expire on <date>.

ADAMS FORD

1234 Reynolds Way • Dallas, TX 75001 • 937.456.7890

AdamsFord.com

Service Hours

Monday-Thursday 9 am-5 pm • Friday 9 am-5 pm • Saturday 9 am-5 pm

TEMPLATE 65

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

OUR GIFT TO YOU

\$20

off any service

1234 Reynolds Way • Dallas, TX 75001

937.456.7890

CloverdaleNissan.com

1234 Reynolds Way • Dallas, TX 75001

937.456.7890

CloverdaleNissan.com

John, wishing you a happy holiday season!

Enjoy your special gift inside.

TEMPLATE 65

John Samples

Or Current Resident

123 Any Street

Hollywood, CA 54321

FROM YOUR FRIENDS AT CLOVERDALE NISSAN

DEAR JOHN,

From our family to yours, we wish you a holiday season filled with peace and joy! We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included these **special savings** to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name _____

Title _____

Dealership Name _____

Phone _____

Website _____

Hours _____

P.S. Please note that your special savings expire on <date>.

CLOVERDALE NISSAN

937.456.7890 | CloverdaleNissan.com

TEMPLATE 64

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE 63

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER



REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$27:1

TARGET: ALL VEHICLES, 4-12 MO SINCE SERVICE; 30 MI RADIUS

HOOK: \$10 OFF ANY SERVICE

TEMPLATE 59

HOLIDAY/ CHRISTMAS

6⅞ x 12⅞" SELF-MAILER



TEMPLATE 58

HOLIDAY/ CHRISTMAS

6⅞ x 12⅞" SELF-MAILER



**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**

TEMPLATE 57

HOLIDAY/ CHRISTMAS

6⅛ x 12⅛" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$14:1

**TARGET: 2011-2021
VEHICLES, 5-21 MO
SINCE SERVICE; 30 MI
RADIUS**

**HOOK: \$10 OFF
ANY SERVICE OR REPAIR**

Make your campaign more engaging with a coloring page customers can bring in to decorate your service drive.



TEMPLATE 56

HOLIDAY/ CHRISTMAS

6⅛ x 12⅛" SELF-MAILER



TEMPLATE 55

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE 53

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$41:1

TARGET: ALL CADILLACS, 3-36 MO SINCE SERVICE; 45 MI RADIUS

HOOK: \$25 GIFT CERTIFICATE TOWARDS ANY SERVICE OR PARTS PURCHASE



TEMPLATE 52

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$15:1

TARGET: INACTIVE & CONQUEST CUSTOMERS

HOOK: \$10 OFF ANY SERVICE (INACTIVE) OR \$20 OFF ANY SERVICE (CONQUEST)



TEMPLATE 51

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

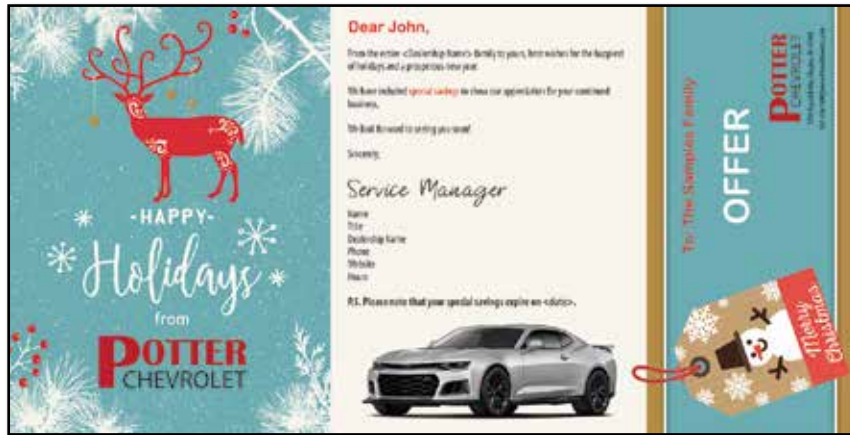
Here's how this campaign performed for one of our U.S. customers!

ROI: \$49:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE OF \$75 OR MORE (SUBARU DEALER)





TEMPLATE 49

HOLIDAY/
CHRISTMAS

6⅞ x 12⅞" SELF-MAILER

REALRESULTS

Here's how this campaign performed
for one of our U.S. customers!

ROI: \$41:1

**TARGET: ACTIVE &
INACTIVE CUSTOMERS**

**HOOK: \$10 OFF ANY
SERVICE OR REPAIR**

TEMPLATE 47

HOLIDAY/
CHRISTMAS

6⅞ x 12⅞" SELF-MAILER

REALRESULTS

Here's how this campaign performed
for one of our U.S. customers!

ROI: \$56:1

**TARGET: ACTIVE &
INACTIVE CUSTOMERS**

**HOOK: \$10 OFF
ANY SERVICE**



TEMPLATE 46

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

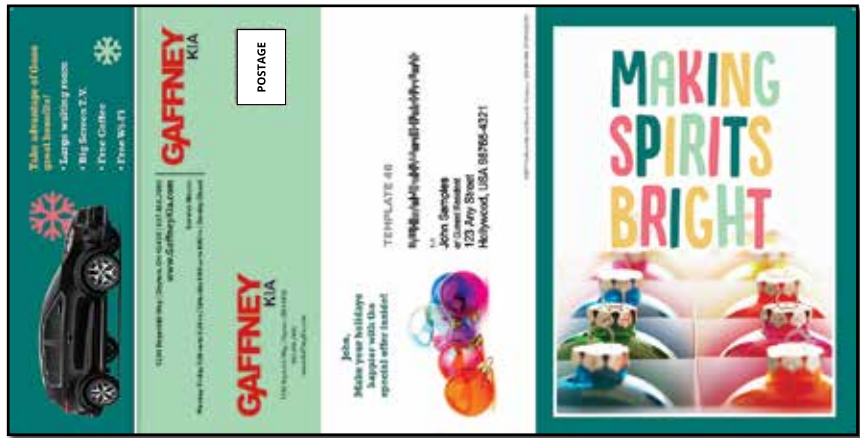
REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$59:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$15 OFF OIL CHANGE



TEMPLATE 45

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$81:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE WITH A SCHEDULED TEST DRIVE



TEMPLATE 44

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$78:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)



TEMPLATE 43

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$109:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF ANY SERVICE \$50+ (ACTIVE) OR \$25 OFF ANY SERVICE \$50+ (INACTIVE)



TEMPLATE 42

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$39:1

TARGET: INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR



TEMPLATE 41

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$82:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)



TEMPLATE 31

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$164:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$20 OFF ANY SERVICE OR REPAIR



TEMPLATE 23

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

WANT TO SEE A SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.



TEMPLATE 21

HOLIDAY/ CHRISTMAS

6⅛ x 12⅛" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$100:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 15% OFF ANY SERVICE

TEMPLATE 20

HOLIDAY/ CHRISTMAS

6⅛ x 12⅛" SELF-MAILER

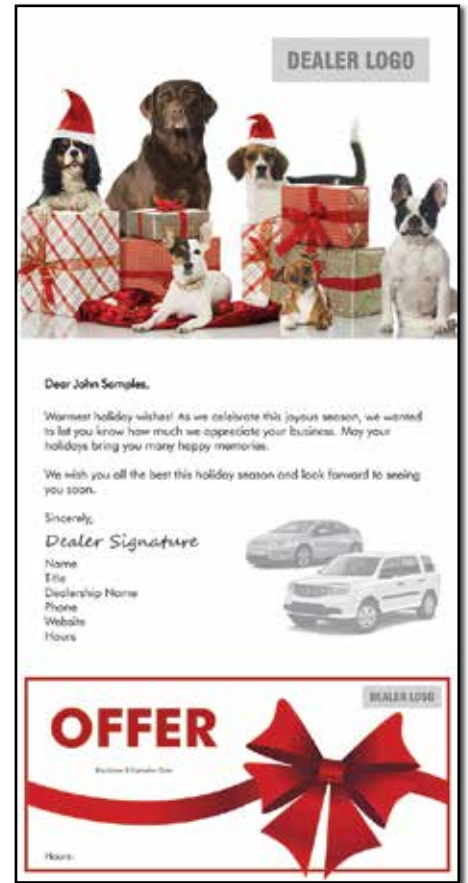
REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$140:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: : \$15 OFF ANY SERVICE \$50+ (ACTIVE) OR \$25 OFF ANY SERVICE \$50+ (INACTIVE)



TEMPLATE 17

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$26:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 15% OFF ANY SERVICE



TEMPLATE 10

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$35:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$10 OFF (ACTIVE) OR \$15 OFF (INACTIVE)



TEMPLATE 9

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

We Offer These Great Amenities:

- Extended Service Plans - From \$499/mo!
- On a 3 Year/50,000 Mile Plan
- Courtesy Vehicle Service
- Complimentary Roadside Assistance
- Customer Appreciation
- Complimentary Wash
- Complimentary Oil & Filter
- Complimentary Tire and Rotations
- Car Wash

ROSERMAN
mazda

1507 Reynolds Way • Reynolds, CA 94588
(937) 456-7890 • www.RosemanMazda.com

POSTAGE

John's SPECIAL HOLIDAY Gift Certificate Enclosed!

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

HAPPY HOLIDAYS

ROSERMAN
mazda

ROSERMAN
mazda

SEASON'S GREETINGS!

Dear John,

We at Roseman Mazda would like to wish you and your family Season's Greetings and a very Happy New Year! We very much appreciate your business and loyalty to our dealership. Please use the special savings certificate below at your earliest convenience.

We look forward to seeing you soon!

Sincerely,
Bruce Willis
Bruce Willis
Service Director
Roseman Mazda
Phone: (937) 456-7890
www.RosemanMazda.com
Hours: Mon-Fri 9 am to 7 pm • Sat 9 am to 5 pm

P.S. Please note that your special savings will expire on 1/31/20.

Exclusive Winter Savings for John Samples

\$20.00
Gift Certificate

ROSERMAN
mazda

TEMPLATE 4

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

OUR GIFT TO YOU

\$20 off any service

RODS
Chevrolet

POSTAGE

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

happy holidays

Warm Wishes

from
RODS
Chevrolet

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,
Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on <date>.

Take advantage of these great benefits!

- Loaner Car Package
- Online Service Scheduling
- Complimentary Lounge
- Complimentary Service/Detailing
- Complimentary Car Wash
- Price Match Guarantee

www.RodsChevrolet.com

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

TEMPLATE 3

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

Our special gift for the Samples Family

\$15 Off any service

HAVERFIELD
ACURA

1234 Any Street • Dayton, OH 45424
937.556.7890
www.haverfieldacura.com

POSTAGE

TEMPLATE 3

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

JOHN,
To thank you for your business, we've included your holiday gift inside.

JOY

May your holidays be filled with
JOY

Dear John,

From our «Dealership Name» family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name:
Title:
Dealership Name:
Phone:
Website:
Hours:

P.S. Please note that your special savings expire on «date».

All of our customers enjoy these great benefits!

- Complimentary shuttle service
- Complimentary Wi-Fi, coffee, and bottled water
- Complimentary loaner vehicles
- Online service scheduling at our website

HAVERFIELD
ACURA

1234 Any Street • Dayton, OH 45424 • 937.556.7890
www.haverfieldacura.com

TEMPLATE 2

HOLIDAY/ CHRISTMAS

6 1/8 x 12 1/8" SELF-MAILER

Our gift for the Samples Family

\$20 OFF
Any Service

GAFFNEY

1234 Reynolds Way • Dayton, OH 45424
937.556.7890
www.GaffneyToyota.com

POSTAGE

TEMPLATE 2

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

JOHN,
Please find your special holiday gift inside.

WISHING YOU THE BEST THIS
HOLIDAY
SEASON

From your friends at
Gaffney Toyota

HAPPY HOLIDAYS!

Dear John,

From our «Dealership Name» family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name:
Title:
Dealership Name:
Phone:
Website:
Hours:

P.S. Please note that your special savings expire on «date».

Take advantage of these great benefits!

- Loaner Cars Available
- Online Service Scheduling
- Comfortable Lounges
- Complimentary Snacks/Beverages
- Complimentary Car Wash
- Price Match Guarantee

Schedule online at www.GaffneyToyota.com **GAFFNEY**

TEMPLATE 1

HOLIDAY/ CHRISTMAS

6⅛ x 12⅛" SELF-MAILER

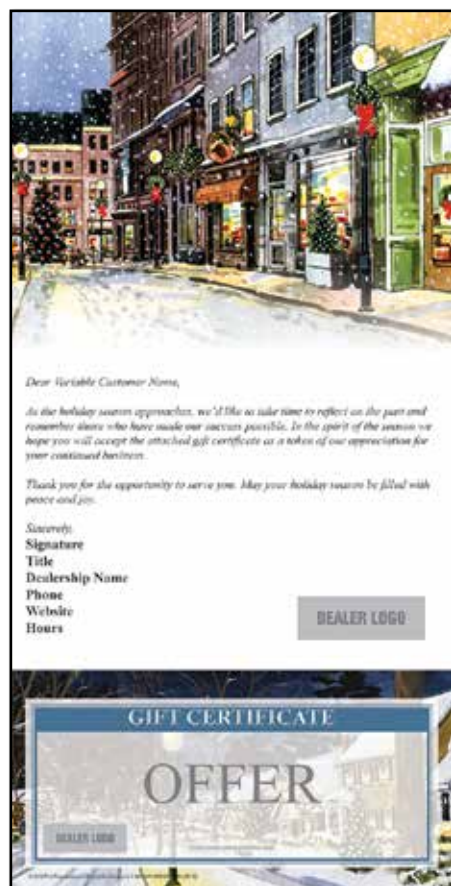
REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$28:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE



TEMPLATE 61

HOLIDAY/ CHRISTMAS

8 x 14" SELF-MAILER



TEMPLATE 60

HOLIDAY/ CHRISTMAS

8 x 14" SELF-MAILER



Bonus! Design includes 6 fun gift tags that will take anyone's gift-giving game to the next level. (Well, anyone with scissors.)

TEMPLATE 50

HOLIDAY/ CHRISTMAS

8 x 14" SELF-MAILER



REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$116:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$20 GIFT CERTIFICATE FOR ANY SERVICE

TEMPLATE 79

HOLIDAY/ CHRISTMAS

6 x 9" POSTCARD

NEW!

NEW!



TEMPLATE 62

HOLIDAY/ CHRISTMAS

6 x 11" POSTCARD





QUICK TIPS to maximize your mailing's moxie!

- 1 Consumers love convenience, so be sure to include amenities like shuttle service, service without an appointment, late service hours, etc., that make your service drive the easy choice.
- 2 Many consumers respond to direct mail by going online. In addition to including your website on your mailing, share your social media accounts, too, and leverage a strong Google rating by mentioning it on your mailing, like this: Check out our 4.5 star rating on Google!

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

TEMPLATE NY16

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$80:1

TARGET: ALL VEHICLES, 6-12 MO SINCE SERVICE; 15 MI RADIUS

HOOK: \$25 TOWARDS ANY SERVICE



TEMPLATE NY15

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER

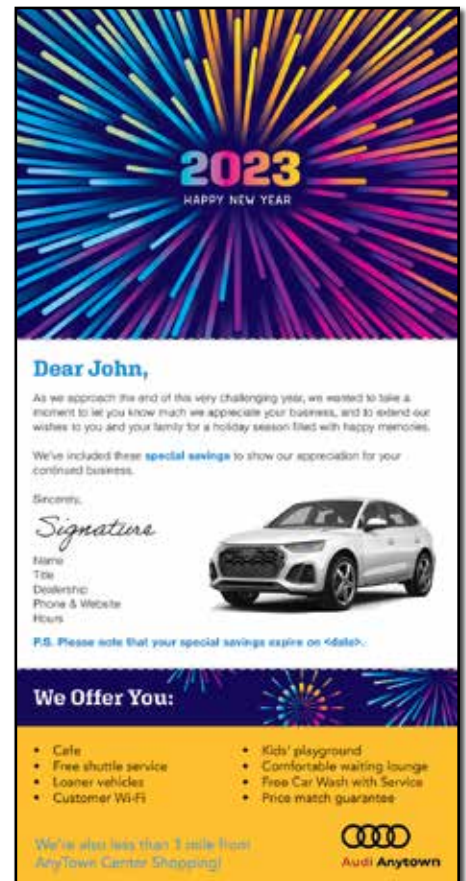
REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$34:1

TARGET: SUBARU VEHICLES, 12-24 MO SINCE SERVICE; 30 MI RADIUS

HOOK: : \$20.22 OFF ANY SERVICE



TEMPLATE NY12

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE NY7

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER



TEMPLATE NY6

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$48:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)



Wallet Card

TEMPLATE N4

NEW YEARS

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$31:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)



TEMPLATE NY8

NEW YEARS

8 x 14" SELF-MAILER



TEMPLATE NY5

NEW YEARS

8 x 14" SELF-MAILER



REAL RESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$68:1

TARGET: INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$50 OFF)

TEMPLATE NY18

NEW YEARS

6 x 9" POSTCARD

NEW!

NEW!



TEMPLATE NY14

NEW YEARS

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$61:1

TARGET: 2011-2021 VEHICLES, 2-24 MO SINCE SERVICE; 35 MI RADIUS

HOOK: \$10 OFF OIL CHANGE; BONUS BUCKS, \$5 - \$50 OFF ANY SERVICE, COMPLIMENTARY PICK UP AND DELIVERY



TEMPLATE NY11

NEW YEARS

6 x 11" POSTCARD

OIL CHANGE & TIRE ROTATION
STARTING AT
\$49⁹⁵
Up to 5 quarts of oil
INCLUDES COMPLIMENTARY CAR WASH

JACKSON DALE BUICK GMC BONUS BUCKS
The more you spend, the more you save!

Spend	Save
\$500.00 - \$999.99	\$15
\$1000.00 - \$1499.99	\$25
\$1500.00 - \$1999.99	\$35
\$2000.00 - \$2499.99	\$45
\$2500.00 & Over	\$55

WE WOULD BE SO HAPPY TO SEE YOU IN THE NEW YEAR!
Happy New Year

SAVE ON SERVICE
15% OFF
Any Service

RENTAL VEHICLE
FREE
With Purchase of \$300.00 or More
See service advisor for details.

WELCOME TO JACKSON DALE! **Jackson Dale GMC**

COME BE A PART OF THE JACKSON DALE BUICK GMC FAMILY!

Jackson Dale GMC
856 Reynolds Way • London, ON N1L 1J1
Tel: (505) 456.7890 • www.JacksonDaleGMC.ca
Service Hours: Mon - Fri 7 am to 7 pm | Sat 7 am to 3 pm

SAVE ON SERVICE
19% OFF
Any Service

WE MATCH COMPETITOR COUPONS!
With other service advisor for details.

TEMPLATE 0110
John Echarikins
Or Contact Us at
123 Any Street
Hollywood, CA A1B 2C3

VISIT US ONLINE AT: WWW.JACKSONDALEBGMCA

TEMPLATE NY10

NEW YEARS

6 x 9" POSTCARD

HAPPY NEW YEAR!
2023

GAFFNEY

Oil Change Buy 1, Get 1 FREE

Filter Special Buy 1, Get 1 FREE

Wiper Blades Buy 1, Get 1 FREE

Alignment/Rotation Special Buy 1, Get 1 FREE

GAFFNEY

856 Reynolds Way • London, ON N1L 1J1
Tel: (505) 456.7890 • www.GaffneyGMC.ca
Service Hours: Mon - Fri 7 am to 7 pm | Sat 7 am to 3 pm

John, We Offer:

- Complimentary Lounge
- Complimentary Snacks & Beverages
- Online Service Scheduling
- 24hr Towing

TEMPLATE 0110
John Samples
Or Contact Us at
123 Any Street
Hollywood, CA 54321

WANT TO SEE A SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.



Document Services

© 2022 The Reynolds and Reynolds Company. All rights reserved. 08/22.