



Case Study: The Gabriel Group

Car dealership uses Unaddressed Admail™ service to drive sales.



Unaddressed Admail service shifts dealership's marketing strategy into high gear

The Gabriel Group sells new and used cars of nearly all makes and models through a network of 22 Montréal dealerships. The story began in 1986, when Gabriel Azouz opened a single dealership. He moved swiftly into European and Japanese vehicles, and prospered as the popularity of these makes soared. As the company grew, he opened additional dealerships and now represents all major manufacturers except BMW and Mercedes. In total, the Gabriel Group now sells an average of 20,000 cars each year.

"I think the key to our success has been the ability to match each person with the vehicle that best suits their needs," says owner Azouz. "It also helps that we set fair prices, stand behind what we sell and keep our customers satisfied."

A different marketing strategy

The Gabriel Group had long relied on the same marketing strategy followed by most dealerships—one that emphasizes newspaper and radio advertisements. The ads typically promote the release of new models, discounted prices, and leasing and financing offers.

In 2008, Azouz wanted to try a different approach, one that would set his company apart from the competition and stimulate sales. The concept involved distributing copies of a mini-magazine presenting their most popular models of new and used automobiles. To deliver the mini-magazines directly to the homes of potential customers, he considered using a private company that bundles several flyers into plastic bags and distributes them to tens of thousands of residences in and around Montréal each week.



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Gabriel Azouz
Owner
The Gabriel Group

“When I saw that the per-unit cost was relatively low, it looked like a good idea,” says Azouz. “But when I took a closer look, I recognized that by trying to save money, I would have wasted much of my investment. My reputation might also have suffered.”

The reason is simple: bundling multiple flyers into a single bag reduces the likelihood that the advertisements will be read. Many households discard or recycle the bags unopened. Furthermore, the bags don't fit into the mail slots of most apartments and condominium complexes. Distributors often simply leave dozens of the bags in lobbies and foyers in hopes that residents might pick them up. Few do, unfortunately, and building superintendents are typically left to dispose of the abandoned bundles.

Unaddressed Admail campaign leads to sales increase

To demonstrate the value of Unaddressed Admail, Canada Post offered to partner with the Gabriel Group on a pilot campaign in 2008. Using the GeoPost™ Plus targeting tool, a service that identifies the demographic characteristics associated with postal codes, Canada Post developed a list of neighbourhoods with above-average household incomes. A list of some 350,000 households was compiled and each one received four issues of the mini-magazine via Unaddressed Admail during 2008.

“I was extremely satisfied and pleased with the results,” says Azouz. “The mini-magazines persuaded many people to visit our dealerships and sales increased significantly.”

Given the impact of the campaign, the Gabriel Group has doubled the frequency and will send out eight issues in 2009.

“Unaddressed Admail is more respected than bundled ads,” says Azouz. “And with GeoPost Plus, I know that my pieces are delivered directly into the hands of potential customers.”

For more information about Unaddressed Admail service and the GeoPost Plus targeting solution, please visit canadapost.ca.

