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MOTOROLA UNLOADS EXCESS MEXICAN INVENTORY

Direct response
rebate program
pays off

By Thomas A. Tuna

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Motorola Unloads Excess Mexican Inventory

...cent on communications and savings normally use in the U.S., we tried to security and savings with this Mexican he said. "We keyed the program to people with property."

...ad copy focused primarily on the ben-two-way radio communications, espe-s it relates to security applications and igs over cellular phones.

...wanted to drive home the notion that expensive to use the two-way radio be charged for every call you make cellular phone," Wilson said.

...ddition, an in-country toll-free 95-800 number was used to help consumers heir nearest Motorola dealer. "We used telemarketing agency for this part of mpaign," Wilson said. "The people ing the phones would then route the to a Motorola dealer near them."

Wilson said there are no final numbers for the campaign yet. "We need to wait for all the rebate coupons to come in," he said. "But the first responses have been very good. There's been a substantial increase in sales of two-way radios given the state of Mexico's economy."

Wilson added that the rebate program has been very well received by local dealers. "The dealers seemed to appreciate the fact that ownership was taking the initiative to help them move product," Wilson said. "Local dealers even started placing their own ads in newspapers and starting their own direct mail campaigns."

Motorola has been very pleased with all aspects of the campaign thus far, Wilson added. "They're not only happy that they're moving the radios, but that they have become closer with the dealerships as a result." ■

CHICAGO — In an effort to unload the excess inventory of its Mexico dealerships, Motorola has launched a direct response rebate program for its line of two-way radios.

Motorola's Two-Way Radio Products America Group teamed up with San Jose & Associates, a Spanish-language ad agency based here, "to support Motorola distributors in selling inventory during the downturn in the Mexican economy."

Jesse Wilson, executive vice president of San Jose & Associates, said the weakened peso was the "primary reason for Motorola launching this campaign. And it's been a success. It has helped dealers move their products."



Jesse Wilson

"They had been burdened with excess inventory," he said. "With the good results from the campaign, dealers have moved two-way radios and have even been able to re-order."

Using proprietary lists in Mexico, the national program started in June, utilizing "business-to-business direct mail, newspaper and trade publication direct response ads," Wilson said.

The pitch of the direct mail thrust, Wilson said, was a divergence from business as usual. "Instead of the

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George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency