



Share the spirit
of the Holidays.

The background of the entire page is a photograph of a mountain town at night. The town is built on a snowy slope, with numerous houses and buildings illuminated from within, casting a warm glow. The snow-covered roofs and the surrounding landscape are lit up by streetlights and the town's lights. In the foreground, there is a large, smooth snowdrift. The sky is dark, and there are many small, white, out-of-focus spots scattered throughout, representing falling snow.

2016 DPS
HOLIDAY MAIL

WHY DPS HOLIDAY MAIL?

RESULTS



- » Dealerships have added a **13th month of revenue** to their fiscal year
- » **\$650,000** in additional revenue per dealer
- » Average ROI of **\$184 : \$1**

INCLUDE A CHARITY FOR COMMUNITY GOODWILL



- » Charity donations up **2x** over previous promotions
- » **Truckloads** of toys and food to help those in need
- » Become an **anchor** in your community

EXPERIENCE



- » This holiday season marks **DPS' 17th year** providing our Holiday Promotion
- » **99% reorder rate** - no better testament to past success
- » Each year of participation generates **increased results**

DEALERSHIPS



- » **99% open rate**
- » **Drives traffic** during traditionally slow months

NEW FOR 2016!

- ✓ **Additional creative choices**
- ✓ **Additional Holiday touch-points**
- ✓ **Greater flexibility in design**
- ✓ **Larger 8.5" w x 5.5" h size format for 2016 Holiday Mail cards**

Plus, any dealership that submits a Holiday Mail order targeting their entire database receives one **FREE email blast**.

(Must be completed within 6 months of Holiday Mail order, a \$600 Value!)

STEP 1: CHOOSE YOUR CARD

STANDARD NON-VEHICLE OPTIONS



BLUE TOWN



BEACH HOLIDAY



TOY CAR



KITTEN



ORNAMENTS



PUPPIES

STEP 1: CHOOSE YOUR CARD

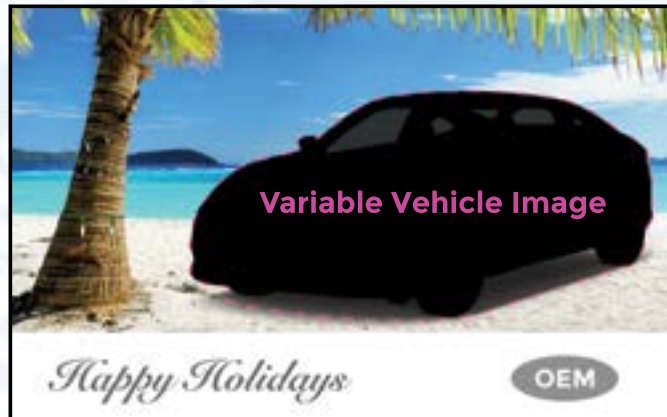
STANDARD VEHICLE OPTIONS



WINTER WONDERLAND



NIGHT LIGHTS



BEACH PARKING



NAUGHTY OR NICE

Available Greetings For Most Card Fronts:

- » Merry Christmas
- » Season's Greetings
- » Happy Holidays
- » Nice List Approved
- » Naughty Meets Nice
- » Holiday Tune-Up
- » Your Reward For Being Nice
- » Jingle All The Way
- » Warm Wishes
- » Being Nice Has Its Perks
- » Tuned For The Holidays

» Vehicle image on card front can be changed based on OEM selection

STEP 2: CHOOSE YOUR VERSE

CARD VERSE OPTIONS

VERSE 1

In the spirit of the holiday season, we extend these offers in thanks for choosing us to service your vehicle.

Wishing you and yours health and happiness this Christmas season and throughout the New Year.

VERSE 2

During the holiday season our thoughts turn gratefully to those who have made our success possible. It is in this spirit we say, thank you and best wishes for the holidays and a Happy New Year.

VERSE 3

*Whatever is beautiful.
Whatever is meaningful.
Whatever brings you happiness.
May it be yours this holiday season,
And throughout the coming year.*

VERSE 4

As some of our valued customers, we thought you would be happy to know you made the "nice" list this holiday season. Since you have been so good this year, we want to send a special offer just for you.

Thank you for being part of our success this past year, and we wish you and yours a very happy holiday season.

STEP 3: CHOOSE YOUR OFFER

STANDARD OFFERS » New format allows you to choose one, two or three offers.

A GIFT FROM DEALER OF ANYTOWN.

\$25.00 Off

Present this Gift Certificate and receive \$25.00 Off any maintenance or repair in our Service Center.

Must present at the time of write-up. Price excludes tax. Not valid with other specials, offers or previous service. Some vehicles may be slightly higher. Valid only at Dealer of Anytown. Expires 1/31/2017.

HAPPY HOLIDAYS FROM DEALER OF ANYTOWN

\$10.00 Gift Certificate

Present this Gift Certificate and receive \$10.00 off any full service lube, oil and filter change.

Must present at the time of write-up. Price excludes tax. Not valid with other specials, offers or previous service. Some vehicles may be slightly higher. Valid only at Dealer of Anytown. Expires 1/31/2017.

STEP 3: CHOOSE YOUR OFFER

STANDARD OFFERS

GIVE BACK THIS HOLIDAY SEASON AT DEALER OF ANYTOWN. **15% Off**

Bring in 5 non-perishable food items and receive 15% off any service (up to \$150.00 discount). Bring in 10 non-perishable food items and receive a free synthetic lube, oil and filter change.

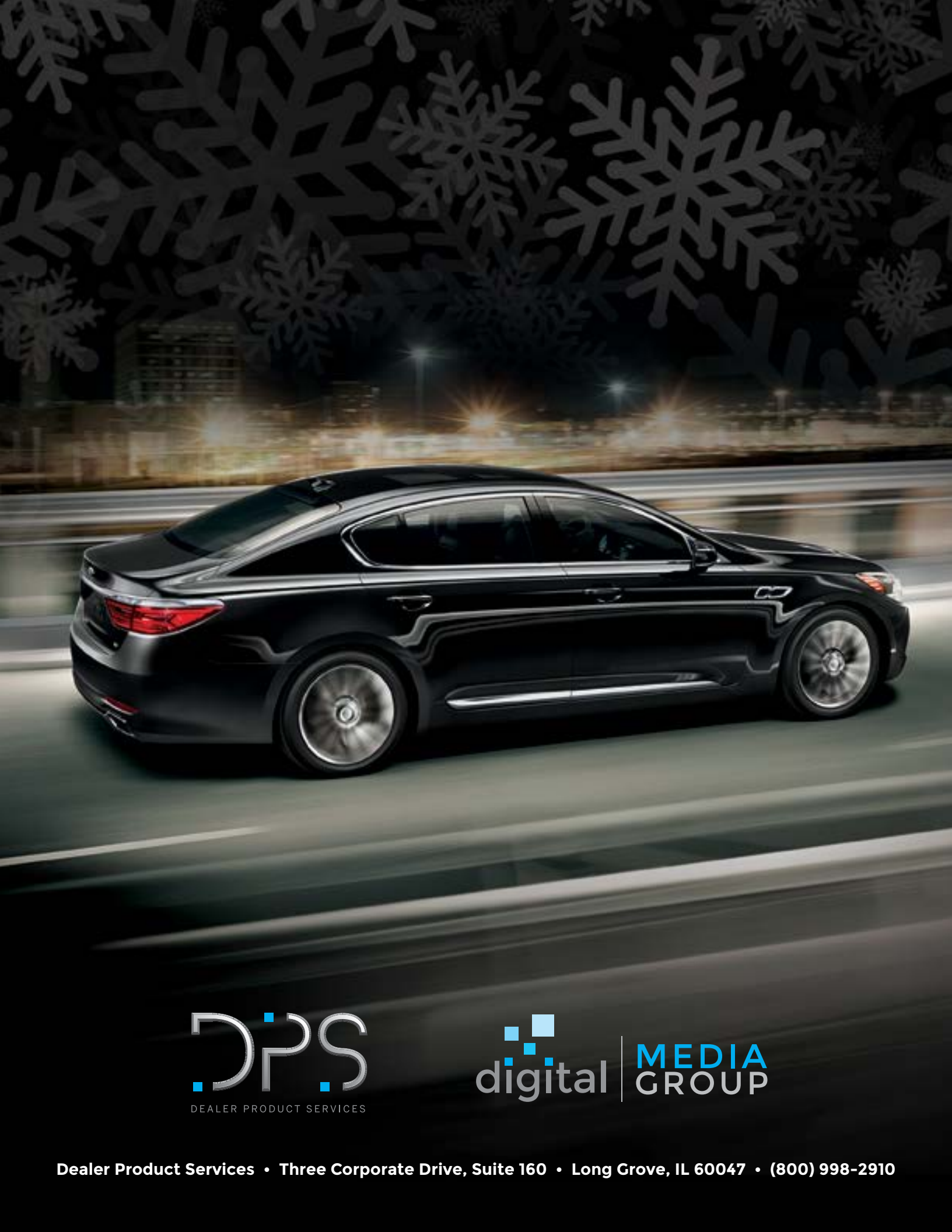
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DON'T BUY WHAT YOU CAN'T TRACK.

Full results reporting with every campaign!





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