

case study

project / campaign:

global e-marketing system

objective:

incentivise car manufacturers to push
castrol as key lubricant, reposition
castrol professional as a business
solution expert in the automotive
industry

proposition:

“pulse gives you a dealer email system
to push sales”



Professional



details:

- developed a dealer email system, castrol-branded, to 'give' to car manufacturers as an incentive to push castrol lubricants over competitors
- system named 'pulse' customised and given to bmw, mini and ford
- dealers are able to use a suite of branded email templates for local campaigns
- launched in hungry, germany and portugal

results:

- success has led to development of an sms system
- extremely high value dealership tool for car manufacturers
- castrol are currently selling to audi and vw