



## Going the Extra Mile CASE STUDY



### THE BACKGROUND

A large chemical manufacturer that specializes in automotive care products sold to dealerships has been running on all cylinders recently. With the shortage of new cars in the marketplace, the car care products they specialize in have been in high demand as consumers look to used cars to fill in the gaps. Their “It’s New to Me” program was being utilized as a way to show the value of a used car – while looking, feeling, and smelling like a new car.

### THE CHALLENGE

2021 was a great year for the company and they wanted to recognize their Top 100 Dealers with an award for their hard work. The owner visited a local trophy shop to get some ideas. She thought getting everyone a nice plaque would be a great way to celebrate their achievements throughout the year. She went to her Marketing Specialist’s desk to get the plan in motion and order awards for their Top 100 Dealers.

### THE SOLUTION

Not wanting to call several trophy shops, the marketing specialist called their distributor to see if they could supply awards for their Top 100 Dealers. The distributor knew just who to call – Pacesetter Awards! The distributor sent over a current digital catalog to their client to give him some ideas as to the various award types that were available. What caught the marketing specialist’s eye was the ability to create a custom award – not only would it be “their own” but it was going to fit into their overall budget – \$10,000, or \$100/award. To expedite the process, the distributor set up a joint call with Pacesetter to review the customer’s needs, utilizing the custom flyer and questionnaire to ensure all the right questions were asked. After the joint call, Pacesetter set into action, creating two unique designs for the client to choose from.

### THE OUTCOMES

After the customer chose the design, Pacesetter set into action creating the award and working with the distributor to provide updates along the way. Once produced, the client was thrilled to learn they would be drop-shipped to each location, ensuring all the awards would arrive the same week to coincide with the communication plan he developed for the dealerships. And, with the award being under their budget, they were able to get an extra one for the owner – which she loved!

### BY THE NUMBERS

- Year - 2021/2022
- The Item: Custom Acrylic CD561C
- Budget: \$10,000
- Time Frame: 20 Days
- Number of Awards: 100

*Award the Driven!*

**PACESETTER AWARDS™**

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