

Case Studies

What we're doing for our customers...

Federal-Mogul/ Redemption Program

Situation

Federal-Mogul Corporation wanted to create an incentive for professional automotive repair technicians to purchase their MOOG chassis parts, rather than their competitors' brands. Since these part purchases are made at the shop level, our client needed a low-cost incentive with wide appeal, to maximize the number of "winners" out in the marketplace.

Solution

We attached custom game pieces to MOOG chassis part boxes for a 3-month period. Technicians would collect 10 game pieces and send them to CMG for redemption.

The prize was a CMG custom-designed, full-color limited edition NASCAR t-shirt that highlighted the fact that MOOG chassis parts have been used by every NASCAR Champion for the last 44 years in a row.

CMG fulfilled thousands of t-shirts during this short period, resulting in a significant up-swing in MOOG sales and extended brand loyalty from technicians in the field.

