

*Event Marketing Success*

It's *Not* About the Event.  
It's About Who Attends -  
*And Then Buys.*

Integrated  
List Strategy

Integrated Online &  
Offline Marketing

*Online Lead  
Generation*

Online Registration  
Management

Real-time  
attendance tracking

*Email Marketing*

Right size events  
to each market

**Drive qualified consumers  
who will actually purchase  
your products to your event.**

Far too many companies  
disproportionately focus on how the  
event looks rather than getting  
the right people to the event.

See how ICS turned these events  
into sales success stories  
for Hyundai and others.

Click "experience" at [icshq.com](http://icshq.com).

Connect with us:



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## ICS Consumer Events

ICS gets more ROI from your events by making sure your strategy isn't all about the party, but who attends – *and then buys!*

Our proven Audience Acquisition Methodology is highly integrated, targeted and...

- Includes email, direct mail and digital lead generation (e.g. paid search, online ads and social media)
- Is drive-time-specific and geo-targeted
- Features ICS's online, automated Registration Management Portal
  - Monitors attendance in real-time
  - Tracks spending per market needs
- Incorporates ICS's expertise and guidance in...
  - Direct response disciplines that work
  - How to best use your customer and prospect data
  - Sophisticated market planning, evaluating market size/strength compared to your capacity in each market
  - Anticipating asset strengths based on medium and historic performance
- Leverages **AutoNet** for the best, diversified Automotive Acquisition Solution (such as ride and drive events and more)



*Get the Right Attendees – Blend email, direct & online leads within drive-time and geo targets*



*Collecting Data And Putting It to Work Within the Most Powerful Automotive List Strategy*

# ICS Consumer Events

## Hyundai Genesis Event Marketing Case Study

### The Challenge:

As part of Hyundai's first luxury vehicle launch in the U.S. market, the company staged multi-faceted consumer ride and drive events. The events showcased how the Hyundai luxury sedan, Genesis, stacked up against established luxury brands such as BMW, Cadillac and Mercedes. Hyundai and its Agency of Record (Jack Morton) needed a turnkey solution that identified qualified individuals (such as owners of competitive high-end luxury brands) and motivated them to attend a test drive event.

### ICS's Solution:

- Integrated lead generation through offline and online channels
  - Strategic list recommendations and list brokerage services
  - Digital lead generation based on keywords, drive-times and geo-targets:
    - ~ 40% paid search advertising (e.g., Google, Yahoo, etc.)
    - ~ 40% online advertising on strategically selected Web sites
    - ~ 20% social media advertising (Facebook, in this case)
- Data modeling and data qualifying
- Market analytics and forecasts
- Direct mail and email creative services
- Printing and mailing services
- Email deployment and management services
- Online Ride and Drive Reservation/Enrollment portal development and Web site hosting
- Back-end analytics



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### The Results:

Note: The Agency of Record managed the national advertising and the ride and drive event logistics. ICS exceeded all sign-up goals. Plus, ICS executed the entire campaign in a one month timeframe – from concept development to the first event.

Hyundai's Ride and Drive was a dynamic program, launching Hyundai's high-end luxury vehicle into a segment dominated by well-established brands. ICS's experience in direct marketing and integrating online and offline marketing was critical to the overall program's success.

In fact, several Auto OEMs are now using ICS to get the right people to their events and most importantly: grow sales.



### When You Need to...

**Find & Convert Your Best Sales Leads**

**Integrate Your Online & Offline Marketing**

**Enhance Customer Communication Relevancy**

**Reduce Marketing Costs & Management Time**

**Measure & Optimize Your Marketing Efforts &**

**Prove Increased Sales**

### You Need...

**ICS Marketing Services**  
 Your Integrated Marketing & Technology Experts