

Promotional Discount Flyers

EPA Award 2011
Innovation in Parking

Description

- We produced a bespoke flyer with a tear out voucher
- The voucher was programmed with a specific discount and could be inserted into our pay machines
- The primary objective was to generate local awareness of each car park and incentivise new customers to use the facility.
- The vouchers could also be tailored to communicate an individual message specific to that car park, for example, introductory season ticket rates available.
- The flyers were distributed by promotions staff in city centres within close proximity to the car park they were promoting.
- Promotions staff would wear Q-Park branded clothing and also handed out promotional merchandise.
- On some occasions the flyers were mailed to a database of existing customers to encourage repeat business

Sample Flyer

Front

ONE DAY'S FREE PARKING



Q-Park Sauchiehall Street
Bath Street, Glasgow G2 3ER

Q-PARK Quality in parking

Q-Park expires 31st July 2010

Q-PARK
www.q-park.co.uk

SAUCHIEHALL STREET



ONE DAY FREE
Card:4220 Expiry:2010/07/31
Please insert this voucher first,
followed by your parking ticket

Bac

k

Safe and Secure Parking in Glasgow City Centre

Simply tear off this voucher and insert it into the pay machine followed by your car parking ticket

- Open 24/7
- City centre location
- Safe and secure
- Well-lit and spacious
- Helpful staff
- Season tickets available



Q-PARK
Sauchiehall Street
Car Park

T: 0800 002 9316
E: glasgow@q-park.co.uk
W: qpark.co.uk

Location

- Over the 12 months, we have produced numerous flyers to promote virtually every Q-Park city centre car park in GB.
- We identified key locations to distribute the flyers within each of the target cities.
- We took into account which group of people we were targeting and researched areas where the highest footfall of our target groups would be
- We instructed our promotions staff to distribute the flyers within these specific locations to maximise the opportunities to distribute to our target market.

Promotions Staff

■ Promotions staff in Liverpool and Sheffield



Promotional Discount Flyers – Category Innovation

Time

- We have run at least one campaign virtually every month in 2010
- We took into account which group we were targeting and then determined the day of the week and time of day that they would be most prevalent within the specific locations
- For example, if we were targeting business people, we would arrange for the flyers to be distributed mid-week early morning and late afternoon when people would be heading to and from work.
- In contrast, if we were targeting shoppers, the flyers would be distributed on busy shopping days, predominantly Saturdays during similar times to shop opening hours.
- Once we had identified the most suitable times we then instructed our promotions staff to distribute the flyers on these days and at these specific times to maximise the

Promotional Offers

- The promotional flyers included a discounted parking offer that could be redeemed by using the tear off voucher in our pay machines.
- Examples of discounted parking offers we have used includes the following:
 - First Hour's Free Parking
 - One Day's Free Parking
 - £5 Off Parking
 - Free Weekday Parking
 - Free Weekend Parking

Application

- The promotional flyers were made of card and had a discounted parking offer that could be redeemed by using the tear off voucher in our pay machines.
- The flyers included instructions for use which asked the customer to visit the pay machine and insert the voucher first followed by their parking ticket.



1 DAY FREE
Card: 10031 Expiry: @
Please insert this voucher first,
followed by your parking ticket



Benefits to the user

- The flyers provided customers with discounted parking which would save them money; sometimes up to €16 per customer.
- The detailed map and full address details on the flyers helped customers to easily find their way to the car park
- They also informed them of any nearby landmarks including such things as hotels and tourist attractions which would be useful for visitors to the area.
- The instructions for use on the reverse of the flyer would help to inform customers how they could use the voucher to redeem their discounted parking which helped to make the redemption process as simple and convenient as possible.

Benefits to the user

- Each flyer would contain a list of special features of the car park which increased customer knowledge of the car park and encouraged them to experience it, often for the first time.
- We also included contact information on each flyer i.e. telephone, email and website so that a customer could contact us with any queries or enquire about season ticket sales.
- The promotional flyers are a convenient size for customers to keep for a later date as they can easily fit inside a handbag or even wallet.
- They are also made of card which means they are more durable than regular paper flyers which gives them longevity.
- The vouchers can be redeemed at the pay machine at

Benefits to the retailers

- The vouchers incentivised customers to try out the car park facility close to the shops where the vouchers were being distributed. The retailers would therefore benefit from this as their customers were being encouraged to come back.

Benefits to Q-Park

- To the very best of our knowledge, this type of flyer has not been produced before to promote car parking facilities so it is an incredibly innovative method of marketing that has been well received by the general public.
- It is a flexible method of marketing as it can be used to target a variety of users and promote a variety of messages
- It makes the best use of the available parking technologies that are available by using a system of redemption at the pay machines.
- The redemption process did not require any involvement from the on-site staff so they can be left to go about their regular duties.
- It has proven to be a very successful form of marketing as we have experienced very good redemption rates for

