



CASE STUDY



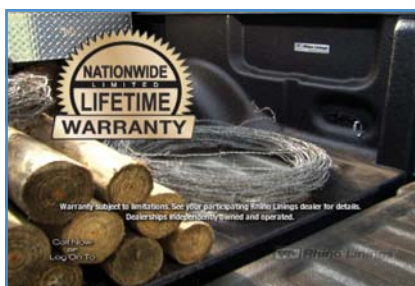
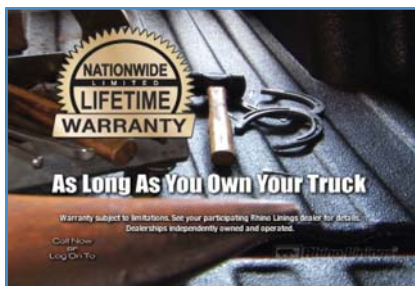
Background

Rhino Linings is the leading manufacturer and distributor of sprayed-on truck bed liners. When Rhino Linings began working with SendTec 6 years ago, the company had only a few dealers, but wanted to grow into a national company. As with most young companies, they had capital and people resource limits, and since they were located only in a few markets, the media buys back then were very inefficient.

Challenge:

The DRTV campaign had two major objectives; and both needed to be accomplished on a very limited budget:

1. Generate a steady stream of qualified leads (truck owners) in the market for a product that would protect their truck beds, and automatically distribute those leads to local dealers.
2. Generate Rhino Linings dealership business opportunity leads.



What we did:

We developed a 5-pronged approach to achieve the goals:

1. Produce compelling & related DRTV campaigns by dramatically demonstrating the benefits of spray-on bedliners.
2. Used national cable and local DRTV broadcast for nationwide coverage
3. Piggybacked dealer inquiry DRTV spots into consumer campaign
4. Created a real-time lead distribution system for both consumer and dealer leads.
5. Built the Rhino Linings brand around the toughness of the product.

As time went on, Rhino Linings became an international company with over 1250 dealerships worldwide.

Results:

The numbers speak for themselves. In the past two years, we delivered over 400,000 leads. We also feel proud to have played a vital role in making RHINO the premier brand in the truck bed lining industry

The relationship since, has expanded into print, direct mail and search engine marketing.