

RED(H)

Getting revved up

Richard Yarrow, a well known Journalist was hired to appeal to our audience

Title: Revving Email Programme
Sector: Financial Services
Media: Email
Client: Swinton Specialist

Swinton asked us to create a monthly e-newsletter for specialist car enthusiasts that keep the Swinton Specialist brand front of mind throughout the year.

So to engage our audience of petrolheads made up of men aged 17-45, we recruited well-known Journalist, Richard Yarrow and European Drift Championship driver, Pete Barber to give our emails some extra clout. We included feature articles, video clips, 'mod' of the month, competitions and screen savers of the sexy Swinton Sirens.

The email obviously hit the spot. After 8 issues, Revving had click through rates of 22% and positioned Swinton as an insurer who understands owners of performance, modified and imported cars.



Copy tone was key with Lots of Jargon to speak in their language

Does your email marketing need revving up? Contact rtaylor@redcmarketing.com