

# KEEP'N MITSUBISHI ON THE MOVE

Case Study Mitsubishi Motors Australia Limited  
Promotional Marketing



Corporate  
Express



## Background

Mitsubishi Motors Australia Limited (MMAL), part of global manufacturing organisation Mitsubishi Corporation, is one of the world's largest companies and a leading producer of quality vehicles worldwide. Recently, MMAL ceased Australian production and implemented a full import strategy. Mitsubishi vehicles are primarily distributed through a franchise network of more than 200 dealerships across Australia.

As MMAL move forward and commence the process of defining a new corporate image in the wake of recent organisational change, a redesign both internally and externally is underway. Focussing on the promotion of the quality vehicle line up of newly released models, and the Mitsubishi's growing market share in the Australian market, the campaign aims to position Mitsubishi as a leading brand in the automotive industry.

# Unique Corporate Express initiatives

"We see it as our role to come up with innovative promotional advantages for our clients wherever we can identify them, not necessarily just to fulfil a brief" - Jehad Rasheed, Corporate Express Promotional Marketing Manager SA

CEPM recently won an Australian Promotions Products Association (APPA) industry gold medal. The honour was awarded for a concept developed for Mitsubishi. After hearing that six-time winner of the Paris Dakar Rally, Stephane Peterhansel, was appearing as a special guest at the Sydney Motor Show, CEPM wanted to use this opportunity to inject some excitement into dealerships' corporate merchandise and increase merchandise sales. CEPM had Peterhansel sign 100 Ralliart racing caps, strategically freighted from South Australia in time before Peterhansel's departure for Europe the next morning where he claimed victory in the 2007 Paris Dakar Rally in a Mitsubishi Pajero.

Rather than simply merchandising the caps as they were, CEPM framed them in specially designed showcase boxes to create a truly desirable promotional item, presenting a good collectors merchandising opportunity for MMAL. These limited edition products became a talking point among dealers and were used to great effect for launches, shows and sales target initiatives, and contributed to a sales increase of over 30 percent for MMAL.

In addition to specialised promotional marketing opportunities, Corporate Express planned and executed regular sales promotions for MMAL, including the branding of merchandise to promote Mitsubishi's partnership with the Australian Olympic Committee (AOC) from 2008-2012. The Olympic branded range of products are to be ordered through dealerships and include Olympic branded polo shirts, bags and caps.



A photograph of three workers in a warehouse setting, each handling a large red promotional item. The image is overlaid with a large red diagonal banner containing white text. The banner is tilted from the bottom-left towards the top-right. The background shows the workers in a clean, industrial environment.

# The Corporate Express difference

Corporate Express efficiently manages all business requirements for promotional merchandise. Our ability to own and warehouse merchandise, our distribution capabilities and our ability to strategically control inventory levels ensures premium stock management service for our clients.

With the expertise of CEPM staff and their efficient and timely services, Mitsubishi are able to reduce merchandising costs and hasten end-user deliveries with CEPM managing all storage and distribution of promotional merchandise.

A review of Mitsubishi's extensive range of merchandise led to a streamlining of the products. Following a re-launch implementation of a strategy focussing on high-moving core merchandise would see improved efficiency and lowered costs for Mitsubishi.

It is a high priority for Corporate Express to learn clients' business inside out. We pride ourselves on building strong relationships with our clients to best service their needs. Weekly meetings with MMAL staff and comprehensive annual reviews ensure that appropriate strategies are employed to achieve the best possible results for team Mitsubishi. All products are conceptualised by CEPM, designed by the in-house graphic design team and produced under CEPM's direction to ensure optimum quality control and the best possible result for our clients.

Corporate Express is conscious of being entirely transparent, providing comprehensive monthly reports so that our clients know exactly where they stand in terms of expenses and inventory.

It is also paramount to Corporate Express to always be mindful of our ethical and environmental responsibility. The organisation adheres to a strict and uncompromising standards entailed in our Ethical Sourcing Policy that encompass issues relating to the environment, health, management and safety conditions. Our policies help to mitigate the risk of our products being manufactured from unsustainable environmental or labour practices.



## THE CORPORATE EXPRESS ROLE

Jehad Rasheed, Corporate Express Promotional Marketing Manager SA, outlines Corporate Express' core business with MMAL.

"We provide MMAL with promotional merchandise across its entire business. We provide branded merchandise for the dealers, which makes up the majority of our business, while servicing MMAL's internal management team through events such as motorshows, conferences, new car launches and the like."

Corporate Express Promotional Marketing (CEPM) has created merchandise for the launch of the new Mitsubishi Lancer Evolution, the exciting new range of 4WDs and most recently the Olympic Games Collection. CEPM also designs products for Mitsubishi's Ralliart high performance racing label, which are sold through national dealerships and B2C online at [shop.ralliart.com.au](http://shop.ralliart.com.au).

## A smart solution

Corporate Express is a one stop shop for all promotional marketing needs. Dealing with one designated relationship manager, CEPM clients enjoy the most personalised service possible, locally or nationally. CEPM offer simple ordering platforms and provide a single monthly invoice for maximum ease of accounting.

## Greater buying power means greater savings

Corporate Express will help any organisation manage their bottom line by providing a means to effectively control and monitor any promotional marketing expenditure. As one of Australia's largest suppliers of promotional marketing products, CEPM possess the purchasing power that allows us to keep our prices low. A partnership with CEPM in the planning and implementation of promotional needs is sure to lead to significant and sustainable financial savings for any business.

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## What Mitsubishi Motors Australia Limited Had To Say

MMAL's Aftersales Product & Marketing Manager, Colin Sharp spoke of the strong working relationship with CEPM.

"Corporate Express have been managing Mitsubishi's merchandise program, and have shown great professionalism in their consistent service to our organisation. Managing pre-orders, special seasonal promotions, and the planning and implementing strategies specific to our requirements have all been invaluable to us. Corporate Express' financing and warehousing of the merchandise program have been impressive and they have shown to be a reliable, single source solution with more personalised service."



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