

BRL

GE ELEC-TRAK

MULTI-PART MARKETING SURVEY

PROJECT

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ELEC-TRAK TRACTOR MULTIPART MARKETING SURVEY PROJECT

The Problem: Through June 1973, Elec-Trak retail sales were essentially the same as through the identical period in 1972. Although sales peaked earlier in '73 and dealers generally felt '73 advertising produced the greatest number of inquiries ever, immediate retail sales effects of a \$1.36MM advertising/co-op program were generally no greater in 1973. Further, until industry statistics are available, it must be assumed that the '73 market climate did not differ appreciably from the '72 climate.

The Surveys: To determine why a greater immediate conversion of calls to sales wasn't realized, a five-part survey was conducted - part by OPEO A&SP, part by HFM Advertising (NY), part by Time Magazine and part by an independent research organization.

1. Owner's Survey - A survey card was mailed by OPEO to 1,560, 1973 Elec-Trak buyers. Purpose of the survey was to find where the buyer found out about Elec-Trak and what influenced him most in purchasing. Attachment A.
2. Zip Income Survey - A computer study was conducted by Time Magazine in the Chicago metropolitan area to determine average income level and home value of 1973 Elec-Trak buyers. Sixty-two 1973 buyers were taken from the OPEO Warranty printout, their zip codes paired with Time's bank of zip code data, and a report issued on median Elec-Trak owners. Attachment B.
3. Dealer In-depth Survey - 32 dealers were visited by HFM and OPEO to determine what happened to an Elec-Trak prospect after his interests were aroused by advertising. Dealers were located in Dayton, Ohio; Detroit, Michigan; St. Louis, Missouri; Richmond, Virginia; Winston-Salem, North Carolina; New York, New York; and Indianapolis, Indiana. They were chosen based on their 1973 retail sales performance ranging from a high of 31 tractors to a low of 0. In all cases but Washington, D.C.; the 8 page supplement had run in the major newspapers, although in some cases the dealers were on the fringe of newspaper coverage. Attachment C.

