

# Case Study: HONDA & ACURA

## Challenge:

A promotional distributor working with Honda, a leading automotive manufacturer, was looking for a way to enhance customer satisfaction and brand loyalty while staying within a tight budget. They wanted to provide a value-added service to their customers while ensuring smooth distribution across their extensive dealership network.

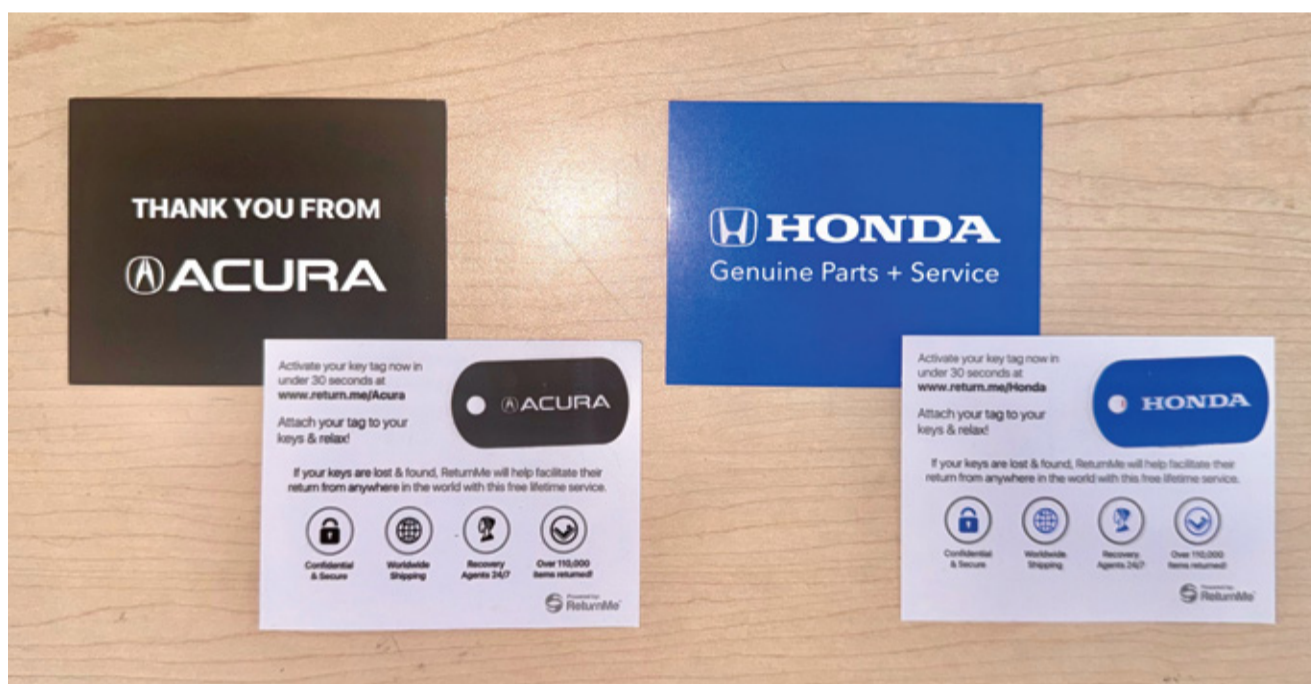
**Solution:** Honda selected ReturnMe, the world's largest lost and found company, to provide customized key tags embedded with ReturnMe's recovery service. ReturnMe manufactured and shipped over 300,000 key tags to over 1,300 Honda and Acura dealerships across the country, ensuring each location received its allocation efficiently. Customized landing pages for tag activations were created for both Honda and Acura.



## Key Benefits:

- **Cost-Effective Execution:** ReturnMe worked within Honda's strict budget while delivering a high-quality product and service.
- **Seamless Logistics:** ReturnMe handled all distribution logistics, ensuring timely delivery to dealerships nationwide.
- **Enhanced Customer Experience:** The key tags provided Honda & Acura customers with a valuable lost key recovery service, increasing satisfaction and brand loyalty.
- **Positive Response:** Dealerships and customers gave overwhelmingly positive feedback about the program, leading Honda to expand its offering.

**Results & Expansion:** Due to the success of the initial rollout, Honda decided to offer a nationwide booking program which is being handled by their promotional distributor, allowing individual dealerships to participate and order additional key tags for their customers. This expansion reinforced Honda's commitment to providing added value to its customers while strengthening brand engagement.



**Conclusion:** Honda's collaboration with ReturnMe proved to be a strategic success, demonstrating how a well-executed promotional product can enhance customer satisfaction, streamline logistics, and work within a company's budget. With the nationwide expansion, Honda continues to provide its customers with a unique and practical service that enhances their brand loyalty. The promotional distributor has increased their business with Honda as a result of the nationwide booking program and the flawless execution of this order.

