

## Case Study:

### LKQ



LKQ Corporation is a leading provider of alternative and specialty parts that are used to repair and accessorize automobiles and other vehicles. LKQ operates more than 700 facilities, offering its customers a broad range of replacement systems, components, equipment and parts to repair and accessorize automobiles, trucks, and recreational and performance vehicles.

**The Challenge:** Long-time customers and employees deserve to be recognized and appreciated, but what is the best way for LKQ to show their appreciation? Their marketing spend has to represent excellent value for money, have a retention value, be appreciated and keep their name in front of clients and contacts.

What should LKQ give to its corporate customers that they have not yet received from LKQ or another supplier?



#### **Our Solution: Custom Hockey Jersey**

LKQ customers are able to select one of the four hockey Jersey designs that also correlate to LKQ brands, and then they can personalize it with either their name or company name on the back.

To add to the friendly division competition, the LKQ group that receives the most hockey jersey requests will attend the NHL playoff game.

#### **The Results:**

“Marketing is all about telling a great story. In our marketing efforts at LKQ we try to bring our passions to life through the integration of our brand, message, and sales goals while trying to tell the best story possible.

Our partnership with Club Colors allows us to bring some of our more fun ideas to life and enhance our marketing efforts across the board. When you pair your messaging and marketing materials with fun and strategically chosen promotional products your story begins to come to life as people begin to embrace the story you are telling.”

**Adam Swartout | Sr. Marketing Manager**  
**LKQ CORP**

