

CLIENT AAA

PROJECT Direct mail

OBJECTIVE

Enroll new members in AAA.

BACKGROUND

As the world's oldest and largest organization of motorists, AAA already has significant brand equity and an enviable market share with close to 50 million members. Most join simply for the assurance of roadside assistance, but there are many other little-known benefits of membership.

PROJECT OVERVIEW

The strategy for this package called for promoting the organization as both a source for reliable 24/7 roadside assistance, and additional benefits including hotel and retail discounts, travel planning, free maps, and more.

The main concept for the package, "Relax, wherever the road takes you, you've got AAA," promises that whether near or far from home, members can rest easier and take advantage of discounts that are well worth the \$5 per month membership dues.

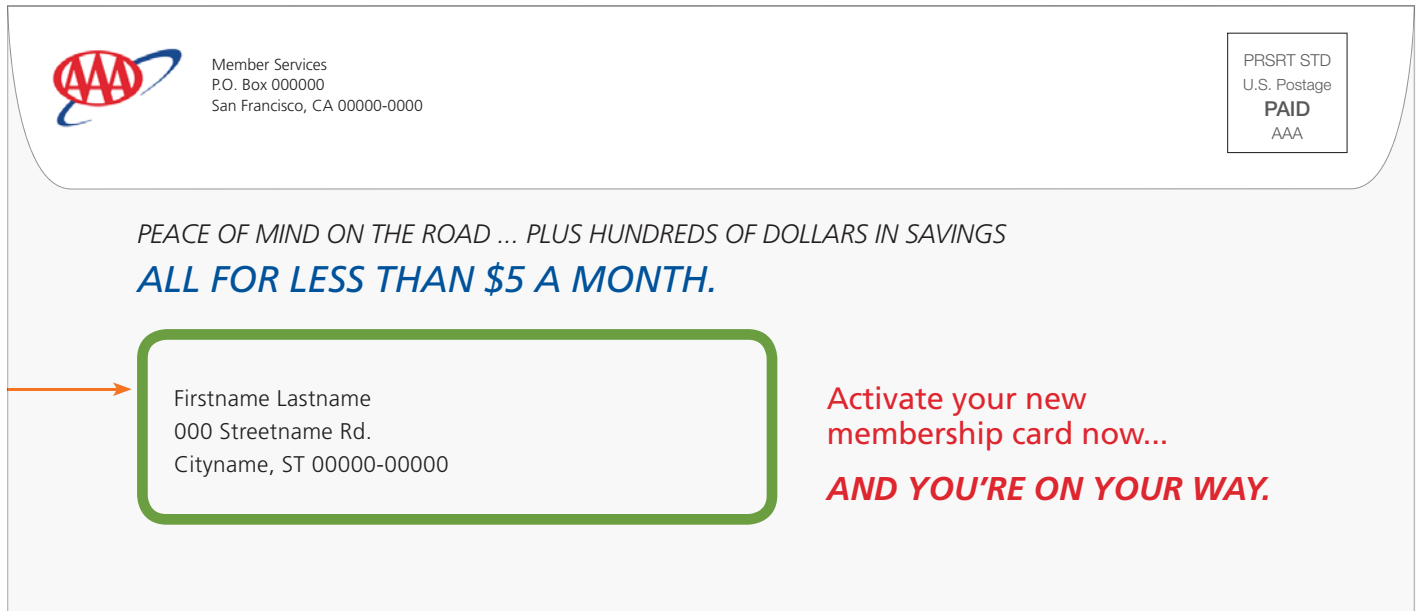
A temporary membership card was included as a tangible representation of all these benefits.



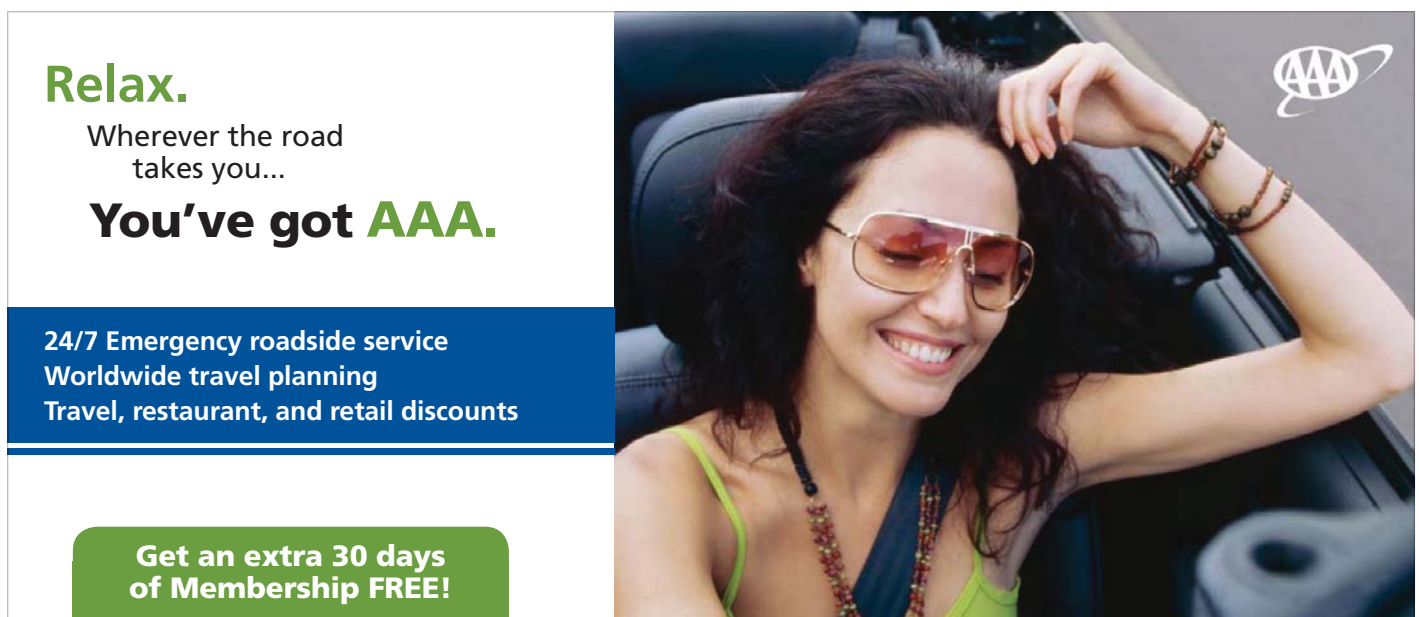
See below for a larger view of this direct mail package.

Envelope

Address side



Front



Letter/front



24/7 Emergency Road Assistance, plus much more...

All for less than \$5 per month.

Firstname Lastname
000 Streetname Rd.
Cityname, ST 00000-00000

Dear Firstname Lastname:

Wherever the road takes you, relax — you've got AAA.

The enclosed AAA Membership card is your passport to emergency help, exclusive conveniences, and valuable savings.

So you'll always want to keep this card handy — not just because it brings 24/7 roadside help to fix a flat or jump start a dead battery — but because AAA Members enjoy exclusive savings of up to 30% at thousands of places around the world.

In fact, some AAA Members tell me they save **hundreds of dollars a year** when dining out, staying in hotels, shopping at their favorite stores, renting cars, and more.

Join AAA right now for less than \$5 per month. We'll waive the usual \$17 enrollment fee and even give you an extra 30 days of Membership FREE.

You need AAA more than you think ...

Who do you call when your tire goes flat, your car won't start, you lock your keys in your car, or you need minor mechanical repairs? It happens more often than you think. Last year alone we received 4.2 million calls from Members for roadside service.

Become a Member starting today and get the peace of mind of knowing that 45,000 service providers nationwide are standing by to help you get back on the road. And while other plans limit your roadside assistance benefits to your car, **your AAA Membership follows you everywhere.** Call for service for whatever car you're driving, or even when you're only riding in someone else's car.

Get more travel benefits ... on or off the road

Planning a road trip? Just call or visit AAA for free maps, a customized TripTik® routing showing the best route, and detailed AAA TourBook® guides on the recommended places to stay when you get there, plus detailed

**Enjoy the AAA advantage.
Become our newest
Member, starting today.**

**Activate your Membership now
and get an extra 30 days FREE.**

(over, please)

Letter/back

information on activities you and your family are sure to enjoy. Always packed with the latest travel and touring information, your AAA TourBook® guides come free with your Membership.

Leaving the car at home? Let AAA Travel Services handle all your reservations and arrangements, plus provide Members-only savings on traveler's checks, passport photos, and foreign currency exchange.

AAA Show Your Card & Save® Discounts

Your AAA card provides valuable savings that few other cards can match. There are no coupons to carry and no rebate forms to mail in. Just show your card and **save up to 30%** at thousands of locations around the world, including leading retailers, great hotels, fine restaurants, and much more.

In fact, your AAA Membership can pay for itself many times over on the products and services you buy every day. Using your AAA discount for just one hotel stay could pay for your entire year's Membership. **That's a great deal for a Membership that costs less than \$5 per month.**

For more than 100 years, AAA has been served its members with reliability, integrity, and excellent service. Join today and discover why nearly 50 million Americans carry the AAA card for peace of mind, convenience, and great value.


On or off the road, you'll rest easier knowing that wherever you go, you've got AAA. Activate the enclosed Membership card and we'll waive the usual \$17 enrollment fee plus give you an extra 30 days of free Membership.

Sincerely,

James Clark
Membership Director

P.S. There's no need to wait for your permanent Membership card to start using your AAA benefits. Just complete the activation form, drop it in the mail today, and put the enclosed temporary card in your wallet.

Brochure/front

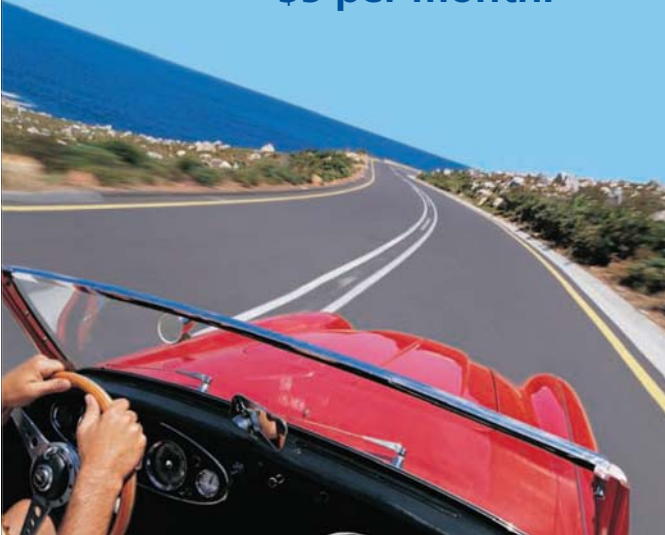


**Always there.
Always ready.
Always by your side.**

**Wherever you're going,
don't forget your AAA card!**

- America's #1 choice for 24/7 roadside service
- Free AAA guides and maps
- Exclusive members-only savings: up to 30%

**All for less than
\$5 per month.**



Brochure/flap panel

On or off the road, relax... You've got AAA.

AAA Members know they can call us for 24/7 emergency help when trouble strikes along the road. But believe it or not, some Members don't even own a car.

That's because AAA gives you more than help with a flat tire or a dead battery. We offer travel planning, financial services, and great discounts at thousands of places worldwide.



Get started today. Just activate your new AAA card ... and you're on your way. See the enclosed activation form for details.

Brochure/inside

(See next two pages for larger views of these panels)

Join AAA: Exclusive access to a whole world of convenience and savings.

Get all these AAA Member benefits – and more – for less than \$5 per month!

Every Member uses their AAA card differently, but one thing is certain: Life becomes easier, more relaxed, and a lot less expensive when you're a Member.

America's #1 Choice for Emergency Roadside Service

We help millions of Americans get back on the road every year, so call AAA anytime day or night.

One of our 45,000 service providers will come to change your flat tire, give you a jump start, or open your car when the keys are locked inside.

You're always covered for any car you're driving or riding in – anywhere, anytime. Remember, help is only a phone call away when you belong to AAA.

Free AAA TourBook® guides and maps

Why buy expensive travel guides when AAA gives you all the information you need absolutely free?

Our detailed TourBook guides offer recommendations on what to see, where to dine, where to stay, and more.

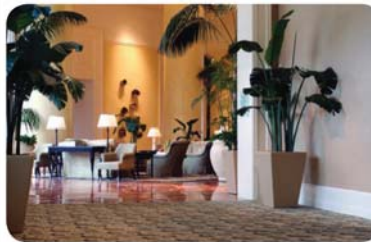


Sure, your TourBook guides will be well worn and dog-eared by the time you get home, but you can always get a new copy free from AAA.

Free AAA TripTik® Routings

No one route is best for every trip, so get a free customized AAA TripTik routing.

Whether you want the quickest and most direct route, or a more scenic journey with stops at key points of interest along the way, your AAA TripTik routing provides mileage information, driving times, and advice on construction delays.



Exclusive hotel and motel discounts

Save all year at leading hotels, motels, and resorts throughout North America. AAA Members get the best room rates at locations such as Westin, Best Western, Marriott, and many more.

With everyday discounts of 10 percent or more, you could save hundreds of dollars on just one trip. So when you reserve a room, don't forget to ask about your AAA discount.

AAA Travel Agency Services

From a short overnight trip to a journey half-way around the world, AAA's experienced travel advisors can handle all your reservations and arrangements.

We'll find you the best air, tour, and cruise fares, and even arrange for a discounted car rental. Plus you'll get extra savings on travel insurance, passport photos, and foreign currency exchange.

Show Your Card & Save® Discounts

Keep your AAA card handy because you'll use it time and time again to save money on things you buy every day.

Just show your card for savings at restaurants, theme parks, retail stores, car rental companies, online merchants, and much more.

Check aaa.com/savings to see the thousands of places where you can save up to 30 percent.

These savings alone can add up to hundreds of dollars a year — a great bargain for a Membership that costs less than \$5 per month!



Brochure/inside left and center

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Brochure/inside right

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