

June 2, 2014

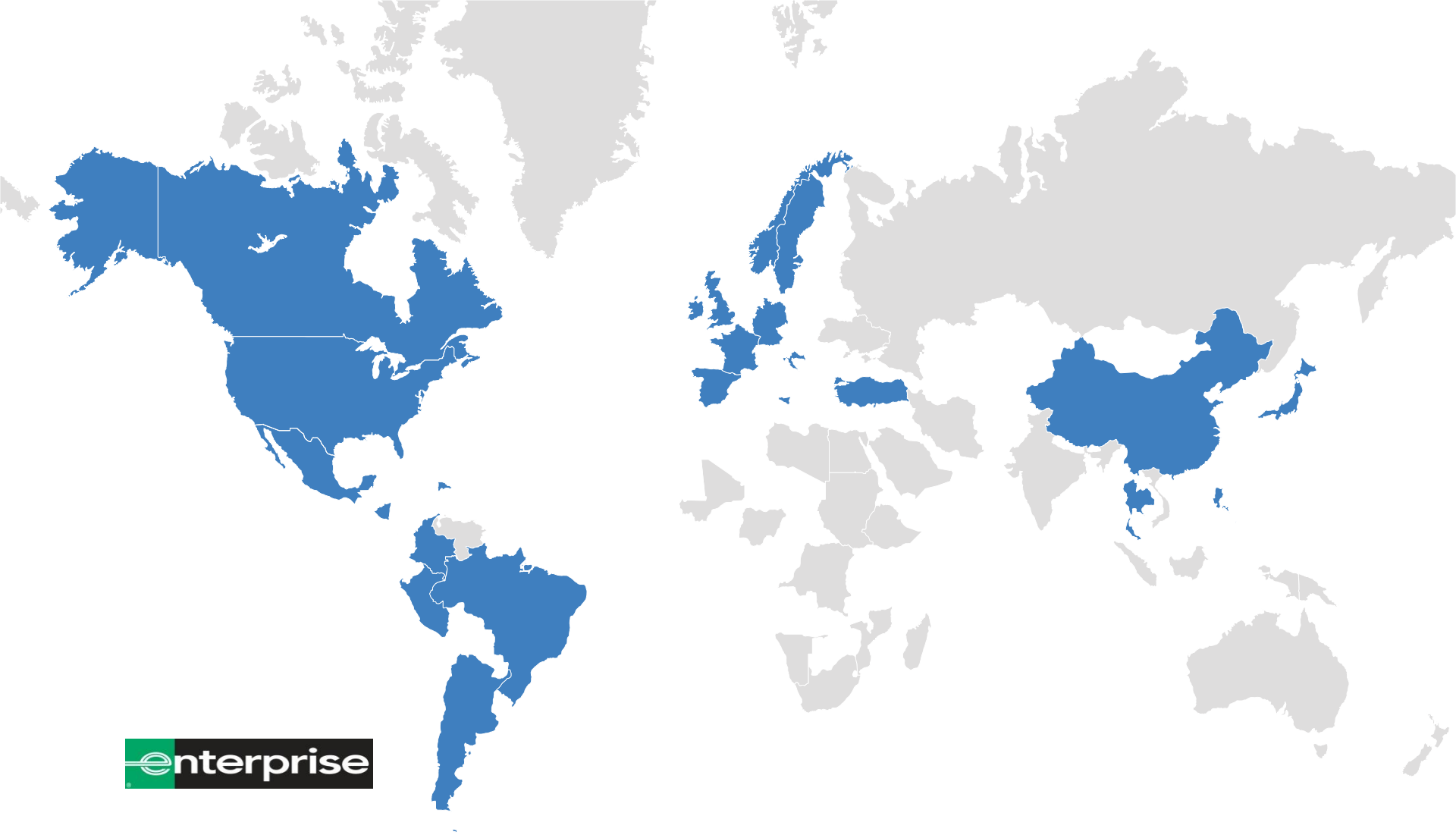
Eye for Travel

Joyce Bliss

Global Marketing Promotions



Current Footprint



Our Mission

To create something that differentiated us from our competitors and had some inspirational features to drive new consumers to book Enterprise in Europe.



Our Goals

1. To create a positive user experience.
2. To streamline the reservation process for the Transatlantic traveler.
3. To create a clean and easy to navigate site with responsive design.
4. To enable access to all Enterprise locations.

Global Promotions Marketing Goals

1. Build a site to showcase our Promotions while also providing an easy and streamlined research and reservation process.
2. Offer competitive products and ability to change promotions dynamically.

It's a vacation and the booking process should be **Fun** and *Easy* and make the consumer excited about their future adventures in Europe!



Microsite Development

1. Discovery Phase
2. Concept Development
3. Content Placement
4. Access to Pricing Feed
5. Platform and Device Testing
6. Testing
7. And more Testing
8. Site Launch

Here's what was easy:



Challenges:

1. Maintaining country specific data related to SIPP codes, vehicle images and age restrictions.
2. The API feed/xml link- testing and production issues.

The Solution:

Europe.Enterprise.com

“North Americans have long had a passion for exploring Europe, and we want to make it as convenient and affordable as possible for them to rent vehicles while abroad.”



Enterprise.com European tile image

The screenshot displays the Enterprise.com website interface. At the top, the Enterprise logo is on the left, and navigation links for "Language: English", "About Us", "Contact Us", and "Help" are on the right. A secondary navigation bar includes "Rent a Car", "Business Rentals", "Rent a Truck", "Buy a Car", "Manage Your Fleet", and "Careers".

The main content area is divided into three columns:

- Left Column:** Contains promotional links for "Buy a Car", "Join Our Business Rental Program", "Long Term Rentals", and "email extras".
- Middle Column:** Titled "Make a car rental reservation", it features a "Rent a car in:" dropdown set to "US", followed by a "Pick Up Location" field, "Pick Up Date & Time" (Apr 4, Noon), "Return Date & Time" (Apr 5, Noon), "Vehicle Class" (Show me everything), and "Renter's Age" (25 and Up). A "Search" button is present. Below the form are links for "Other Options" such as "Modify an Existing Reservation", "Print Your Receipt", and "Loyalty Programs".
- Right Column:** Contains a "Login to Enterprise Plus™" section with "Member:" and "Password:" fields, and a "Weekend Special" advertisement for "\$9.99 per day" starting from Friday. Below these is a "European Specials" advertisement for "10% OFF" on rentals in Italy, Germany, UK, France, and Spain, with a "GO!" button.



Europe.Enterprise.com

Launched on March 17, 2014

New site functions:

- Check rates & availability

- Choose pick up & drop off locations







- Features specific country driving tips

Summary

enterprise

Welcome

Choose your destination

 <p>United Kingdom</p> <p>10% OFF</p>	 <p>Germany</p> <p>10% OFF</p>	 <p>France</p> <p>10% OFF</p>
 <p>Spain</p> <p>10% OFF</p>	 <p>Italy</p> <p>10% OFF</p>	 <p>Ireland</p> <p>10% OFF</p>

See all of our destinations at Enterprise.com

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Marvelous Choice!

You're going to the United Kingdom!
When will you need a car?



United Kingdom



10%^{*} OFF

Pick Up Details

June 10, 2014



Noon



Return Details

June 18, 2014



Noon



Renter's Age

25-29



Continue



Do's & Don'ts of driving in the United Kingdom

- > Traffic is on the left lane; oncoming traffic will always be on the right lane.
- > The steering wheel is where the "passenger" seat would be in the U.S.
- > Choose an automatic vehicle to avoid having to shift with your left hand.
- > There is no such thing as "Right turn on Red"
- > Double, continuous yellow lines indicates no parking at any time!

[Amend/Cancel Reservation](#) | [Enterprise Magazine](#)

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Where Exactly?

Select a **City** to see our available **Rental Locations**



I want to return my car to a different location

JUNCTION

LONDON

LONDON STANSTED

AIRPORT

LONDONDERRY

LOUGHBOROUGH

LOWESTOFT

LUTON

MACCLESFIELD

MAIDSTONE

MALDON

MALVERN

MANCHESTER

MANSFIELD

MELTON MOWBRAY

MERTHYR TYDFIL

MIDDLEBOROUGH

HEATHROW IN TERMINAL

NORTHERN PERIMETER ROAD

☎: 0208-8972100

Select Location



WIMBLEDON

212 DURNSFORD ROAD

☎: 0208-9478889

Select Location



LONDON BOW

145B BOW ROAD

CITY OF BOW

☎: 0208-9805600

Select Location



PALMERS GREEN

379 NORTH CIRCULAR ROAD

☎: 0208-8881133

Select Location



KINGSBURY

240 KINGSBURY ROAD

☎: 0208-8817777

Select Location



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Choose your ride

Selecting a class will show you details and pricing

Class C/Small Compact

Large 4x4

Class D/Large Compact



VAUXHALL ASTRA AUTO OR SIMILAR

Choose →

Manual M A Automatic

On A/C Off

Class C/Small Compact

from **£91.80*** /Weekly

Nice Choice!

Review the car's details and pricing below, then continue

Class C/Small Compact



5 Passengers
Air Conditioning
Automatic Transmission

Baggage Quantity: 2

Mileage

U N L I M

Class C/Small Compact

Price Quote:

1 Week @ £91.80 GBP	£91.80 GBP
1 Day @ £13.13 GBP	£13.13 GBP
PREMIUM LOCATION FEE 15 PCT	£15.74 GBP
VALUE ADDED TAX	£24.13 GBP

From
Jun 10, 2014 12:00 PM
To
Jun 18, 2014 12:00 PM

£144.80

Continue →

Your discount has been applied

Total charges include theft protection(tp), third party liability, road fee and vat. Collision damage waiver (cdw) is mandatory and will be charged at the counter at time of rental. Additional protection products may be purchased. Must have a valid U.S or Canadian Drivers License at time of pick up.

Destination: [\(change\)](#)

United Kingdom

Rental Period: [\(change\)](#)

Jun 10, 2014 12:00 PM

to

Jun 18, 2014 12:00 PM

Pickup Location: [\(change\)](#)

HEATHROW IN TERMINAL
NORTHERN PERIMETER ROAD
☎: **0208-8972100**

Dropoff Location: [\(change\)](#)

HEATHROW IN TERMINAL
NORTHERN PERIMETER ROAD
☎: **0208-8972100**

Vehicle Class & Price: [\(change\)](#)

Class C/Small Compact



£144.80

Make Reservation

Your discount has been applied

Europe.Enterprise.com Tablet version

Summary **enterprise**

Welcome

Choose your destination

- United Kingdom 10%*
- Germany 10%*
- France 10%*
- Spain 10%*
- Italy 10%*
- Ireland 10%*

See all of our destinations at [Enterprise.com](#)

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Summary **enterprise**

Marvelous Choice!

You're going to the United Kingdom!
When will you need a car?

Pick Up Details

May 01, 2014

Noon

Return Details

May 08, 2014

Noon

Renter's Age

25-29

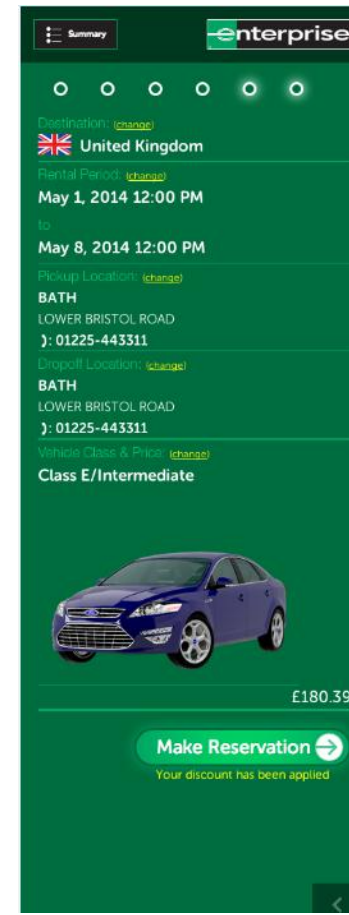
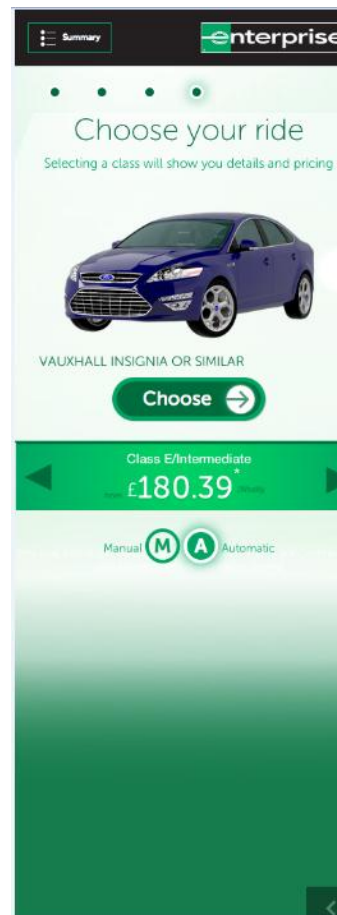
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Europe.Enterprise.com Mobile version



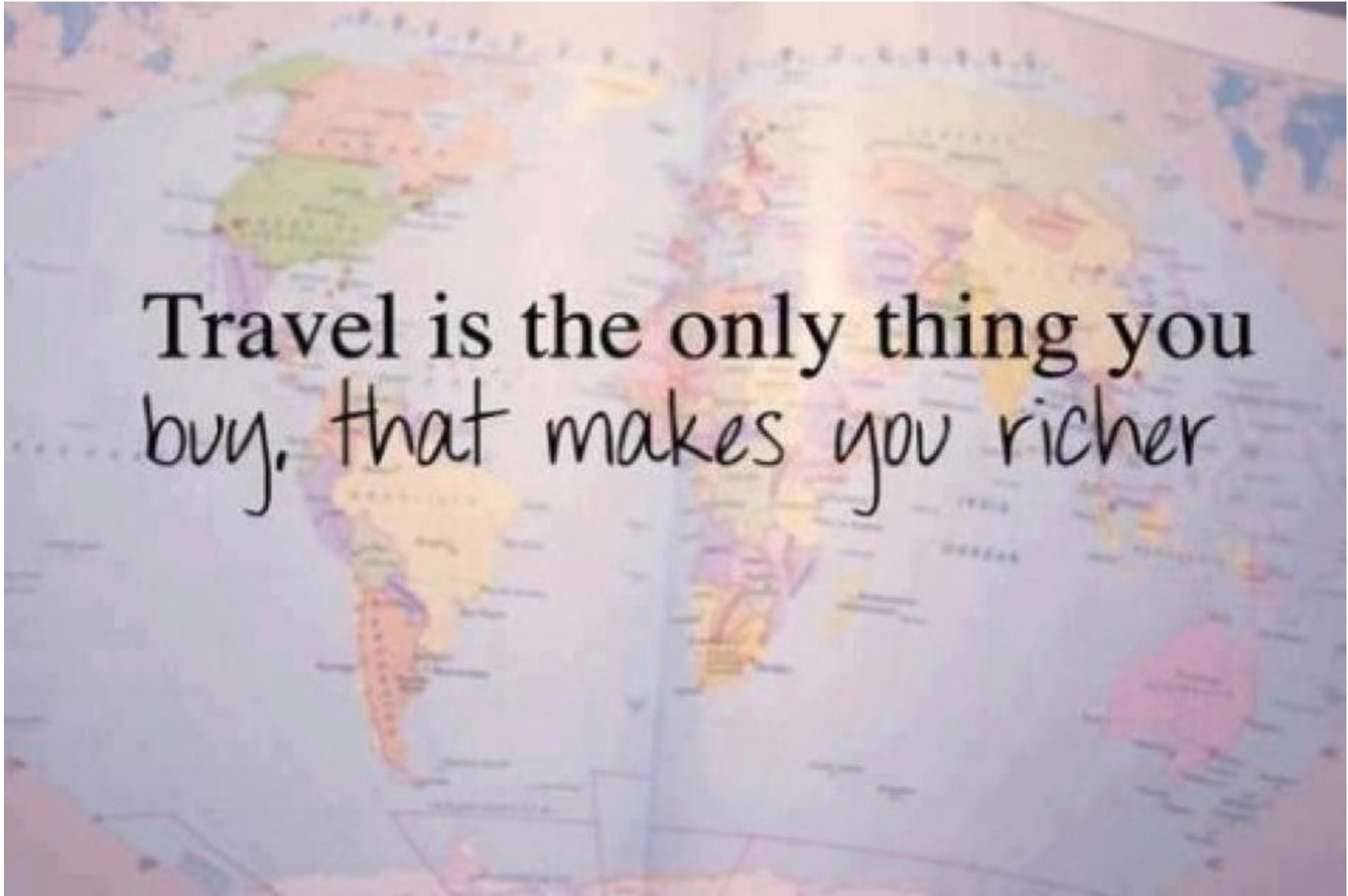
What did we learn?

1. Explore New Solutions.
2. Enlist Creative Help. 
3. Selling Senior Management.
4. Test, Test, Test.
5. It Takes A Village.

The Results

The early days-

- We have seen increases in revenue and reservations week over week consistently.
- We have had feedback directly from our countries to assist in driving tips, car information and top pick up locations. The village affect.
- We have the ability to make changes almost instantaneously to update information or promotions.



Travel is the only thing you
buy, that makes you richer