

## CASE STUDY

### Chrysler

**Industry:** Banking & Financial

**Vehicle:** Gift with Purchase

**Products:** Music Download Card

**Features:** Custom Card Design & Shape, Custom Promo Landing Page

Chrysler Financial handed out Music Download Key Tags as incentive for opening a new application with them to help finance newly purchased vehicles. The promotion featured a custom landing site which enabled Chrysler Financial to collect email addresses, have a link to their site, as well as a PDF on Vehicle Financing from AFSA.



Chrysler Financial

[chryslerfinancial.com](http://chryslerfinancial.com)

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[Learn More about Vehicle Financing from AFSA.](#)