

Honda of Port Richey Birthday Campaign Concept

A ready-to-preview customer journey that connects a real Day in History experience with service scheduling, test drives, trade appraisals, and dealership offers.



Proposal for discussion. Honda of Port Richey has not approved or sponsored this concept. The dealership would approve every offer, term, image, and customer message before launch.

The opportunity

Give customers a reason to open the email

Honda of Port Richey already has online destinations for service scheduling, test drives, trade valuations, current offers, and vehicle buyback requests. Daily Time Capsule adds a memorable reason to click, then sends the customer into the dealership's existing website.

Keep the current email system	Use birthdays or vehicle dates	Send clicks to existing dealership pages
-------------------------------	--------------------------------	--

The customer journey

1	Send the gift Place a gift image and date-aware link in an email the dealership already sends.
2	Open the real date The customer explores headlines, music, movies, prices, and memories from a meaningful day.
3	Reveal the dealership offer Show an approved service offer, test drive, trade appraisal, or another action.
4	Keep the dealership attached The campaign name and offer remain with the capsule when a customer shares it.

Live concept:

<https://www.dailytimecapsule.com/business/industries/automotive-dealership/birthday-reward/>

Start with birthdays, then expand from results

Birthday service gift

A Day in History gift followed by an approved oil-change offer, service credit, inspection, or appointment button.

Birthday test drive

Show how cars have changed since the customer's birthday, then offer a direct path to schedule a new or pre-owned test drive.

Vehicle purchase anniversary

Revisit the date the customer brought the vehicle home, then invite the customer back for maintenance or a vehicle review.

Trade and buyback

Open the vehicle's purchase date or model year, then link to a trade valuation or written buyback request.

Lease milestone

Use the lease start date to create a personal check-in before maturity, with a link to review replacement options.

Seasonal service

Use a fixed date for summer travel, hurricane readiness, back-to-school driving, or holiday travel service.

Possible offers

Service	Approved oil-change price; fixed-dollar service credit; multi-point inspection; battery or tire check; wiper installation; tire promotion.
Sales	Test-drive appointment; accessories credit with purchase; new-model invitation; lease-end review.
Trade	Complimentary appraisal; written buyback offer; vehicle-value review.
Retention	Customer referral thank-you; new-owner service orientation; purchase-anniversary benefit.

Honda of Port Richey would choose offers based on margin, appointment capacity, manufacturer rules, and current promotions.

Sample email 1

Birthday service gift

SUBJECT	A birthday gift from Honda of Port Richey
PREVIEW	Open your day in history and see a dealership birthday offer.
HEADLINE	See what happened on the day you were born
BODY	Happy birthday, {{First Name}}. Take a trip through the news, music, sports, prices, and moments that made your birthday part of history. A dealership service offer is waiting when you finish.
BUTTON	Open my birthday time capsule

Sample email 2

Birthday test drive

SUBJECT	Take your birthday for a drive
PREVIEW	See the cars from your birthday, then choose a Honda to experience today.
HEADLINE	Cars have changed since the day you were born
BODY	Hi {{First Name}}, Start with the cars, prices, music, and headlines from your birthday. Then choose a new or pre-owned vehicle and reserve a test-drive time with Honda of Port Richey.
BUTTON	Explore my birthday

The customer clicks a gift image, not a plain text link. The exact message, image, subject line, and offer can change for each campaign.

Sample email 3

Vehicle purchase anniversary

SUBJECT	Do you remember the day you brought your Honda home?
PREVIEW	Revisit that day and check in on your Honda.
HEADLINE	Your Honda anniversary is here
BODY	Hi {{First Name}}, You brought your {{Vehicle Model}} home on {{Purchase Date}}. Take a quick trip through that day in history, then let us help keep your Honda ready for the road ahead.
BUTTON	Revisit the day

Sample email 4

Trade and buyback

SUBJECT	Your car has a history. What is it worth today?
PREVIEW	Revisit the year you bought it, then check its current value.
HEADLINE	A lot has changed since you bought your vehicle
BODY	Hi {{First Name}}, See what the world looked like when you brought home your {{Vehicle Model}}. When you finish, check what your vehicle may be worth today.
BUTTON	Revisit my vehicle's first day

Suggested destinations

- Schedule service: <https://www.hondaofportrichey.com/schedule-service/>
- Book a test drive: <https://www.hondaofportrichey.com/test-drive/>
- Value a trade: <https://www.hondaofportrichey.com/value-your-trade/>
- Buyback program: <https://www.hondaofportrichey.com/buyback/>

What the customer sees after the click

1	Campaign concept for Honda of Port Richey The dealership name and concept notice appear before the customer begins.
2	Your birthday deserves a trip back in time The customer opens the real Daily Time Capsule for the selected date.
3	A dealership-selected offer appears next The live campaign could show service, test-drive, trade, inventory, or event content.
4	The button opens an existing dealership page Daily Time Capsule does not replace the dealership's scheduler, inventory, trade, or CRM systems.
5	Sharing keeps the campaign attached The selected date, dealership campaign branding, and offer stay together on the shared capsule.

Three landing-page offer variations

Birthday service	Open your day in history, then schedule the dealership's approved birthday service offer.
Birthday test drive	See the cars from your birthday, then reserve a test drive in a current model.
Ownership anniversary	Revisit the day you brought the vehicle home, then schedule its next service visit.

Prove the response before expanding

Week 1	Choose one audience and one approved offer. Supply the logo, offer terms, expiration, destination, and email requirements.
Week 1	Daily Time Capsule prepares the branded customer experience, gift image, email snippet, and test links.
Weeks 2-3	Send to a small birthday segment through the dealership's current email system. Keep the offer and audience stable.
Week 4	Review capsule visits, completions, shares, offer clicks, appointment-page visits, booked appointments, and completed visits.

Illustrative measurement example

Eligible customers	2,000
Capsule visits	500
Offer clicks	75
Booked appointments	30
Completed visits	24

At an estimated \$80 in gross profit per completed visit, this example produces \$1,920 in estimated gross profit before campaign cost. These numbers demonstrate the calculation. They do not predict dealership results.

THE SIMPLE ASK

Give us one audience, one approved offer, and one destination link

Daily Time Capsule will prepare the complete customer experience before anything goes to the dealership's customer list. Honda of Port Richey can review the email, landing path, offer, terms, sharing behavior, and return link before deciding whether to run a pilot.

Recommended first campaign

Birthday Day in History gift followed by an approved service offer.

Review the live concept

<https://www.dailytimecapsule.com/business/industries/automotive-dealership/birthday-reward/>

Contact

Mike Hunter

Daily Time Capsule

<https://www.dailytimecapsule.com/business.php>

Concept notice: Honda of Port Richey and Honda have not approved, sponsored, or endorsed this proposal. Daily Time Capsule created it as a private sales concept using public dealership destinations. A live campaign requires dealership approval of all branding, offers, terms, images, data use, and customer communications.