



PREMIUM DEALER LOYALTY PROGRAMME for Dunlop Tyres

Proposal prepared for
Micheldever Tyre Services

Date: 29th August 2025
Private & Confidential

EXECUTIVE SUMMARY

This proposal outlines a digital-first, scalable dealer loyalty programme designed to drive dealer engagement, increase sales volumes and reposition Dunlop as a premium tyre choice.

WHY STREAM?

- ▶ Automotive and aftermarket subject matter experts with over two decades delivering automotive loyalty programmes.
- ▶ Proven track record with tyre brands and OEMs, Mercedes-Benz, Fiat, Volvo Cars, Renault Trucks, Volvo Trucks, DAF, Isuzu, Continental Tyres, General Tire, Audatex, Autodata, Cap Hpi and Diesel Technic.
- ▶ Full end-to-end marketing capability: strategy, creative, platform build, communication, and fulfilment. Plus, expertise in online and offline advertising, content, creative, PR and sales development.

OUR SOLUTION: THE DUNLOP DIFFERENCE

- ▶ More than a loyalty scheme – a premium digital experience.
- ▶ Embeds heritage, innovation, performance and premium into every touchpoint.
- ▶ Combines instant gratification rewards with aspirational long-term incentives.
- ▶ Scales from 30 dealers to 100+ and from single to multi-brand.

PROGRAMME BENEFITS

For Dealers

- ▶ Transparent, simple reward structure and added value elements.
- ▶ Recognition of performance.
- ▶ Instant access to e-vouchers, pre-paid cards, and premium rewards.

For MTS

- ▶ Reinforces Dunlop's premium positioning.
- ▶ Motivates sales growth to higher sustained volumes.
- ▶ Builds dealer pride and advocacy through consistent engagement.

Continuous Improvement

- ▶ Bi-weekly tracking of sales, engagement, and redemption.
- ▶ Quarterly feedback loops with dealers and MTS teams.
- ▶ Test-and-learn campaigns to optimise incentives and communication.

Outcomes

- ▶ Deliver measurable sales uplift and positive ROAS.
- ▶ Increase dealer engagement and loyalty.
- ▶ Reposition Dunlop as a premium tyre choice.

CREDENTIALS & RELEVANT EXPERIENCE

Stream is an Integrated Marketing Agency with over 25 years of experience, fusing data-driven strategies with creative communication to drive measurable success for clients across the UK, EMEA and USA.

Our sectors of expertise include automotive, electromobility, (automotive) SaaS, logistics and infrastructure. We deliver integrated marketing across the full mix: loyalty, digital, online and offline advertising, content, creative, PR and sales development, all delivered by subject and channel experts.

The Stream team has had the privilege of partnering with automotive brands including Mercedes-Benz, Fiat, Volvo Cars, Renault Trucks, Volvo Trucks, DAF, Isuzu, as well as many aftermarket brands including Continental Tyres, Audatex, Autodata, Cap Hpi and Diesel Technic. Plus (with Continental) every link in the tyre chain. We know, and understand your customers and your suppliers, we know the tyre landscape, its challenges and opportunities.

Stream are specialists in designing and managing digital-first loyalty platforms for the automotive sector. Our solutions are built to engage, motivate, and deliver measurable results. Our programmes don't just reward, they transform dealer and individual behaviour.

Our team has delivered successful dealer reward schemes for premium automotive brands, with measurable sales uplifts and strong engagement metrics.

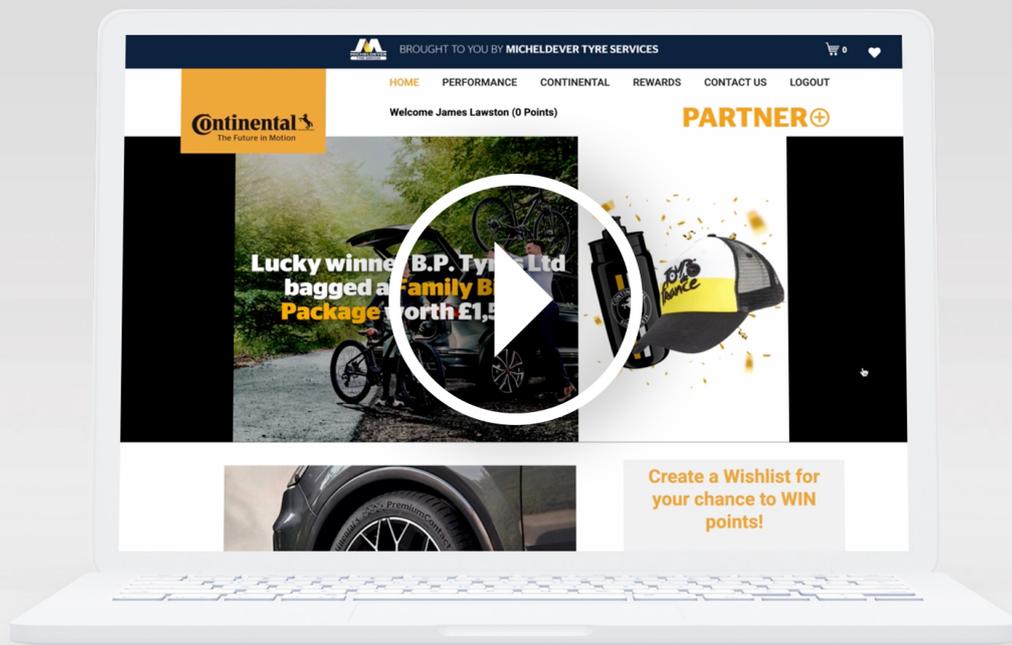


CONTINENTAL TYRES



Working with Continental and MTS we have managed the Partner Plus programme since its inception 6 years ago. Our specialist insights have helped to create the programme structure, reward platform and communication processes and flow. Dealer participation has increased significantly, weekly sales have grown by 15% and typical engagement rates are 60% with emails and 40% log in to the platform monthly.

We keep things fresh with regular brand, MTS and data reviews to maintain momentum and to keep the programme building. From strategy and creative, to platform build and reward fulfilment, we manage the entire process.

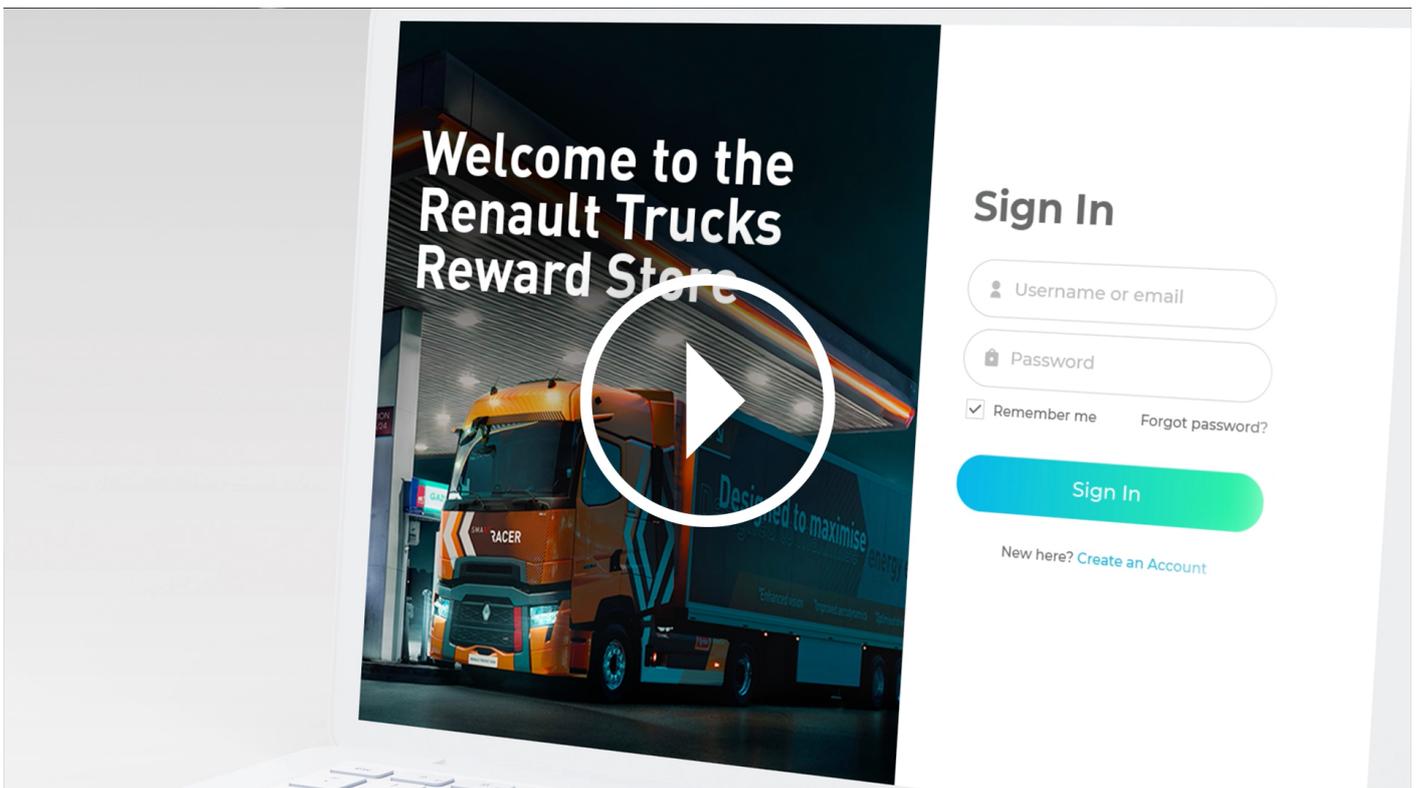


RENAULT TRUCKS



**RENAULT
TRUCKS**

Stream have managed Renault Trucks Rewards for over five years. Our remit was to create a loyalty programme that encouraged dealers and individuals to drive sales of trucks and to grow the proportion of sales with maintenance contracts and Group finance. Using tactical targeted campaigns over 95% of the sales team are active on the platform, sales of incremental products have increased by 4x for contracts and 3x for finance. Average reward values have grown from £10s to £100s, the reward choice has grown to reflect this. Renault Trucks Rewards is a great success.



From strategy and creative, to platform build and fulfilment – we deliver a turnkey solution. Stream don't just build loyalty programmes, we build partnerships.

STRATEGIC APPROACH

MARKET POSITION

Dunlop's current challenge lies in being perceived as a mid-market brand, despite its premium heritage in motorsport, innovation, and performance. Our strategic approach positions "The Dunlop Difference" as a loyalty programme that does more than incentivise transactions, it builds advocacy, reinforces premium brand values, and differentiates Dunlop in a highly competitive marketplace.

The programme will directly support Dunlop's repositioning by:

- ▶ Embedding premium cues all throughout dealer communications, rewards, and experiences.
- ▶ Highlighting Dunlop's sporting and innovation heritage as a differentiator.
- ▶ Creating exclusivity that mirrors the tiered, high-value feel of competitor schemes, but with greater agility and instant-gratification mechanics to stand apart.

FLEXIBILITY, SCALABILITY, GROWTH.

MESSAGE AND TONE

Programme messaging will focus on product and brand quality, technology, and trust, using other premium brands - Michelin, Bridgestone, and Pirelli – as benchmarks. The brand tone will position Dunlop as authoritative tyre experts with deep understanding and an underlying confidence in the brand.

PROGRAMME FOCUS

Our programme will recognise the challenges the brand has faced, but will be positive in its forward view. Digital first in its approach, from recruitment, onboarding, communication and incentives the platform will grow and evolve as the brand gains traction, dealers gain confidence and consumers embrace a Dunlop purchase.



PROGRAMME DESIGN

WELCOME TO THE DUNLOP DIFFERENCE : A PREMIUM EXPERIENCE

Designed to engage, enthuse and support sales, The Dunlop Difference has four core pillars of success to rebuild brand advocacy, reward performance and reposition Dunlop as a premium brand.

A PREMIUM EXPERIENCE FROM THE START

Our dealer journey will be crafted to reflect quality and exclusivity. The Dunlop Difference will provide a structure for current volumes and activity, but provide room for expansion and growth as we build momentum.

EXPERIENCE ... **THE DUNLOP DIFFERENCE**

This is our communication pillar, expanding through all dealer touchpoints. From registration for the programme, onboarding, welcome experience to a Dunlop Difference Merchandise pack with some Dunlop donuts! Our communications will reflect the quality and aspiration of Dunlop to change dealer perceptions and actions.

EARN WITH ... **THE DUNLOP DIFFERENCE**

The programme will reward every qualifying car, van, SUV/4x4 purchase, and leave room for Dunlop product expansions as well as future options to expand the earning portfolio to include other brands. See later for the reward structure.

SPEND WITH ... **THE DUNLOP DIFFERENCE**

Designed to be easy to claim and easy to enjoy. Our rewards are designed to satisfy the need for instant gratification and longer-term satisfaction. All rewards will be geared around earning to ensure satisfaction and attainability. See later for the rewards.

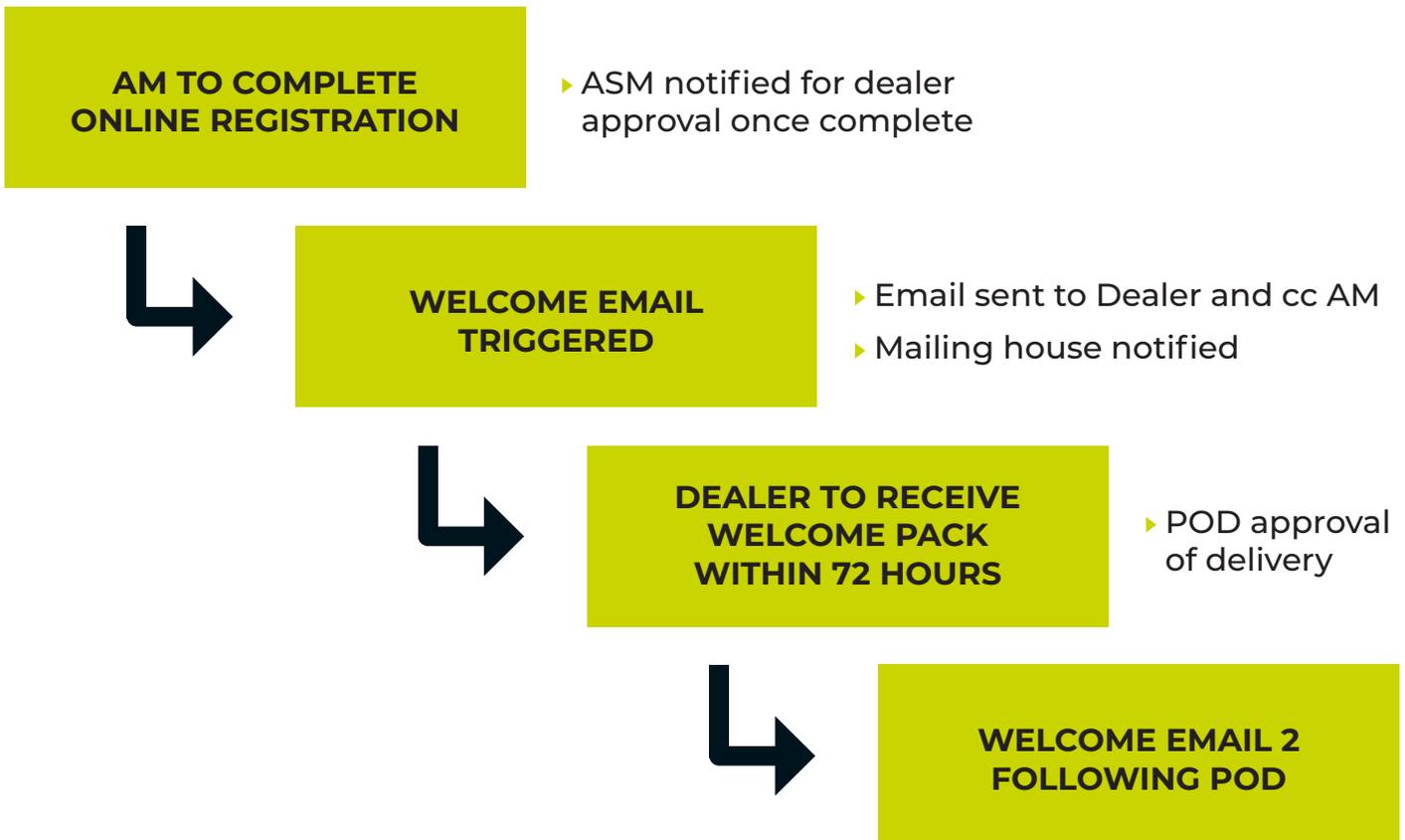
GET MORE WITH ... **THE DUNLOP DIFFERENCE**

Our programme will add value to the dealers, the brand and MTS. There will be an annual calendar of activity designed to encourage sales, reward claims and programme participation. From free prize draws to campaign centric activity, dealers who are part of The Dunlop Difference, will get more for their participation. See later for a calendar of events.

EXPERIENCE THE DUNLOP DIFFERENCE

ON-BOARDING

From discussions with an AM about joining the programme to registering and having a first experience of The Dunlop Difference, dealers will follow a crafted, but automated process, which will deliver 2 emails plus a welcome pack in five working days of being accepted onto the programme.



BUY IN FROM THE AREA MANAGERS

All AMs will be incentivised to identify and 'sign up' dealers for The Dunlop Difference programme, registrations will take place online at dunlopdifference.co.uk/register. Registrations must be approved by an ASM.

Area Manager bonus: if 'their' dealer hits 30 units in 3 months they will receive a £50 bonus.

To support this activity, Stream will develop a presentation for the MTS marketing team, and for AMs to present The Dunlop Difference to dealers to enthuse and encourage sign-ups.



THE DUNLOP DIFFERENCE CONTINUED

LAUNCH PACK

The welcome packs will position the programme as a premium offer, it will include a brand starter pack of merchandise (branded mugs, beanies, Bluetooth speaker) plus 6 branded Dunlop Difference Donuts. A welcome mailer will be included to encourage the dealer to login to the platform and unlock the sign-up bonus (£100 if dealer hits 30 tyre sales in 3 months).

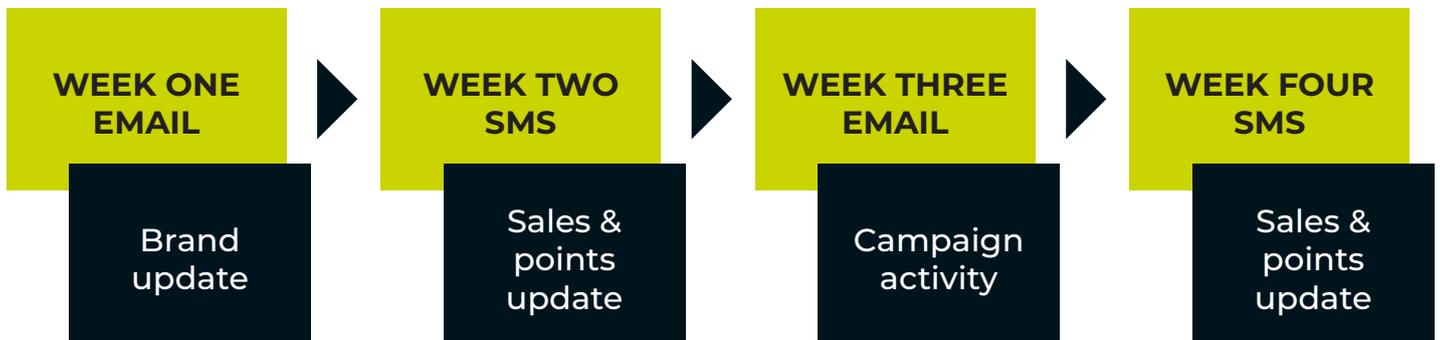
WELCOME EMAILS

Our first email will welcome the dealer to The Dunlop Difference and reiterate the benefits of the programme plus let them know to expect a 'physical' welcome pack. The sign-up bonus will also be communicated.

Our second email is a check-in post receipt of the welcome pack and to make sure they have distributed the merchandise amongst their team and the email will provide another sign-up bonus reminder.

OUR ONGOING COMMUNICATIONS THREADS

We will have a weekly communication with the dealers to keep them up to date with their sales, rewards, campaigns and all things new with The Dunlop brand.



THE DUNLOP DIFFERENCE CONTINUED

AD HOC AUTOMATED EMAIL REMINDERS

We'll be giving dealers a series of gentle nudges to encourage them to log into the website to engage with the programme:

We've missed you – for dealers who haven't logged in for over a month.

You haven't claimed for a while – for dealers who have points but haven't used them in previous 2 months.

HELPING DEALERS AND AMS TO KEEP FOCUS

To ensure both dealers and AMs remain focused on The Dunlop Difference each area (office) will nominate an AM (to be a Dunlop Champion) who will take responsibility for the programme in their office area. Adding an extra layer of communication with other AMs to ensure Dunlop is pushed at every appropriate opportunity.



EARN WITH THE DUNLOP DIFFERENCE

Dealers will be rewarded for every qualifying purchase they make via MTS, this will initially include car, van and 4x4 tyres. The programme will allow for other qualifying Dunlop tyres or additional brand portfolios to be added.

The reward values will be weighted to reflect the value (margin) of the product.

ENCOURAGE VOLUME PURCHASE

The programme will include a volume-based accelerator to boost the value of the individual tyre reward. To unlock the accelerator dealers must hit a threshold of 12 units in any month.

REGISTRATION SIGN-UP BONUS

As a welcome to the programme, any dealer who purchases 30 qualifying Dunlop tyres in their first 3 months on the programme will be given a sign-up bonus of £100.

FOR DEALERS:

Dealers	Tyres under 17"	Tyres over 18"
Monthly - Sales 1-11 units	£1 per tyre	£1.50 per tyre
Monthly - Sales 12+ units	£2 per tyre	£3 per tyre

FOR AM, ASMS AND DUNLOP CHAMPIONS

The MTS team will also be rewarded for sales success, but this will be for dealers who achieve threshold (12 units in a month) volumes only.

AM, ASMs	Tyres under 17"	Tyres over 18"
Monthly (per dealer) - Sales 1-11 units	£0 per tyre	£0 per tyre
Monthly (per dealer) - Sales 12+ units	£2 per tyre	£3 per tyre

Champions	Tyres under 17"	Tyres over 18"
Monthly (per dealer) - Sales 1-11 units	£0 per tyre	£0 per tyre
Monthly (per dealer) - Sales 12+ units	£0.50 per tyre	£1 per tyre

EARN WITH THE DUNLOP DIFFERENCE CONT.

AD HOC POINTS OPPORTUNITIES

There will be opportunities for dealers to earn additional ad-hoc points during the year, all of which will be planned for the year.

Month	Activity	Reward
January	Welcome to The Dunlop Difference	Registration activity
February	Valentine Double	Double points
March	Anyone for Tennis.	
April	Anyone for Tennis.	
May	Anyone for Tennis. All dealers who hit threshold between March and May get one draw entry.	Free prize draw for a pair of quarter final Wimbledon tickets
June	Spot the football	Free prize draw for a World Cup Pack
July	Spot the football	Free prize draw for a World Cup Pack
August	Summer scorcher	Double points
September	No activity	
October	No activity	
November	Merry Christmas	Triple points
December	Spot the Christmas bauble	Free prize draw for a Christmas hamper



SPEND WITH THE DUNLOP DIFFERENCE

There is a need for dealers to engage with the rewards on offer, to make frequent claims and keep The Dunlop Difference at front of mind. Reward gratification will lead to sales opportunities.

To maximise reward engagement, we will appeal to the basic human motivation for instant gratification and for long term satisfaction.

INSTANT APPEAL:

INSTANT CASH

Dealers will have access to a pre-paid credit card, in essence they cash in points for pounds which is loaded onto their card, so they have a spend-anywhere, anytime option courtesy of The Dunlop Difference.

VOUCHERS

A variety of digital gift vouchers will be available for dealers to claim, from Amazon to Tesco, Argos to Sports Direct and TUI, ready to spend or share with the team.



LONG TERM SATISFACTION:

QUALITY APPEAL

To reflect the premium nature of the programme, rewards that motivate will be selected for their quality and appeal. These non-digital rewards will be available for all dealers from wine and beer to smart speakers to games consoles and even the opportunity to make a charitable donation. Rewards will be tiered so dealers will not be viewing great products that they will never attain through the programme.

STAYING IN TOUCH

Each order will have a communication thread, so dealers are aware of the order status, from 'thank you to your order' to 'it's on its way', we are in touch with the dealer.

GET MORE WITH THE DUNLOP DIFFERENCE

There is more to the Dunlop Difference than just rewards. Throughout the year there will be a series of extras that will make a good rewards programme great!

REWARDS ACCELERATOR

During selected months all tyre purchases will be worth DOUBLE or TREBLE their value, with no minimum threshold to hit.

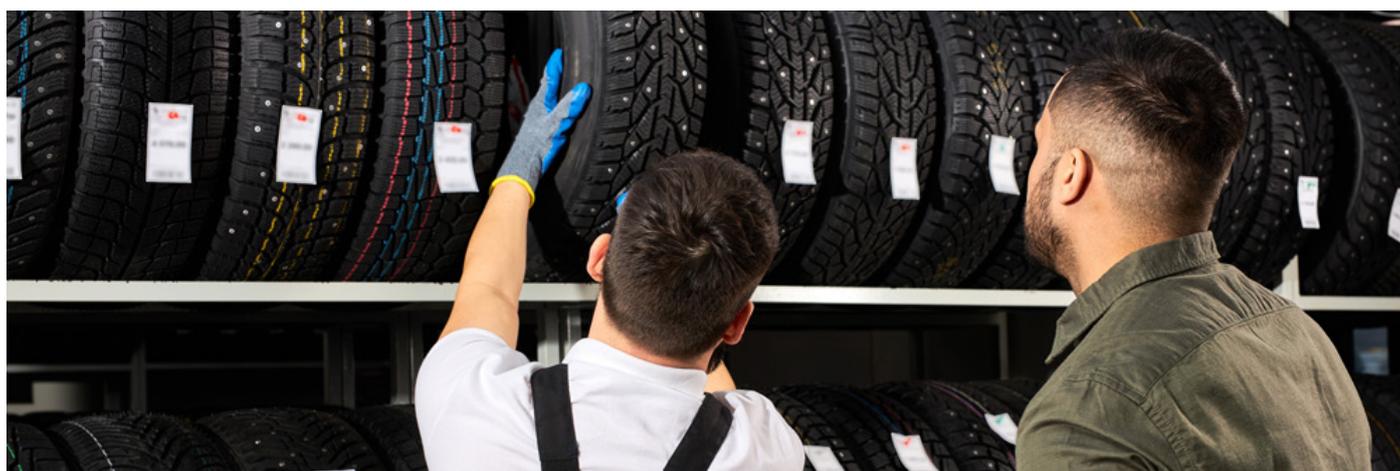
So that means dealers will earn

	Standard Months		Campaigns		
Dealers	Tyres under 17"	Tyres over 18"	Dealers	Tyres under 17"	Tyres over 18"
Monthly Sales 1-11 units	£1 per tyre	£1.50 per tyre	No threshold 1+ Double	£2	£3
Monthly Sales 12+ units	£2 per tyre	£3 per tyre	No threshold 1+ Triple	£4	£6

SOME GREAT FREE PRIZE DRAW PRIZES

To stimulate action, log-ins and claims, there will be a series of activities dealers will be encouraged to do (all involving logging in to the system and explore) to enter our Dunlop Difference Free Prize Draws. For example, spot the ball on the website to win a World Cup Pack.

Our free prize draws will have a specific objective to drive incremental sales, reward claims or site logins and explore. Encouraging more dealers to engage with the programme with a chance to win something great and a bit of fun!

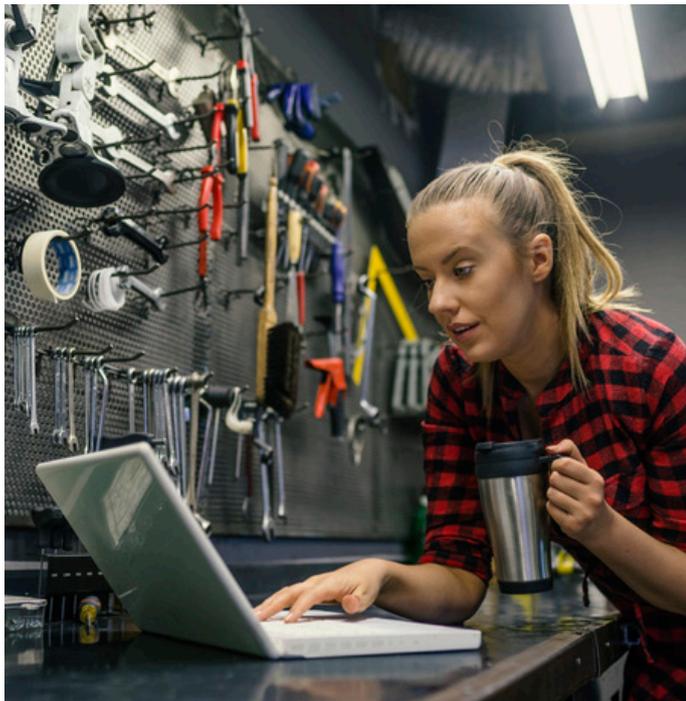


TECHNOLOGY & PLATFORM

The Dunlop Difference is a digital first programme. Our web platform utilises modern technology to ensure it is optimised for all types of devices from desktop to mobile. The website will be a rich media experience. With an integrated rewards platform the site communicates with our email broadcast system and SMS platform to automate much of the communication activities. All data is secure.

CLEAR DATA

The site will be clearly branded and contain sales and performance dashboard data (including TyreClick) personalised to each user – dealer – AM – ASM – National. Data may be filtered by date and exported (csv/excel) if needed for external use.



CURRENT PROGRAMME PROMOTIONS

The home page will feature the latest promotional activity, so with each log-in, dealers (or the MTS team) will immediately be aware of the current focus.

INTEGRATED REWARDS

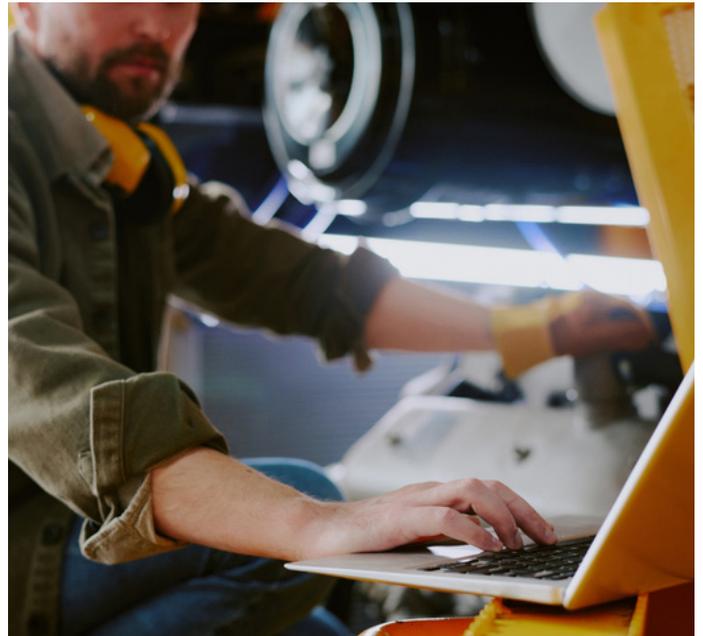
The rewards platform is integrated so orders may be placed and reviewed in the single sign on. There will also be instant 'add to your basket' as the instant appeal awards will feature on the pages.



TECHNOLOGY & PLATFORM

BRAND INFORMATION

There will be information on The Dunlop Difference programme and Dunlop brand information for the dealers to understand the essence of the brand and how it is changing.



EXTRAS

The sign-up page will be available to all AMs once logged in, once complete it will automatically be shared with the relevant ASM for approval, once approved the programmatic emails will be initiated for the Welcome process.

There will also be a chat bot for simple programme triage available 24 7.

MTS INTEGRATION AND DATA

It is recommended that performance data is shared by MTS every 2 weeks, this data will be added to the system and reporting data will immediately be updated. Agreed management reports will be available.

Note: more information and discussion is required to establish the feasibility of live data transfer from MTS, but this is a system possibility.

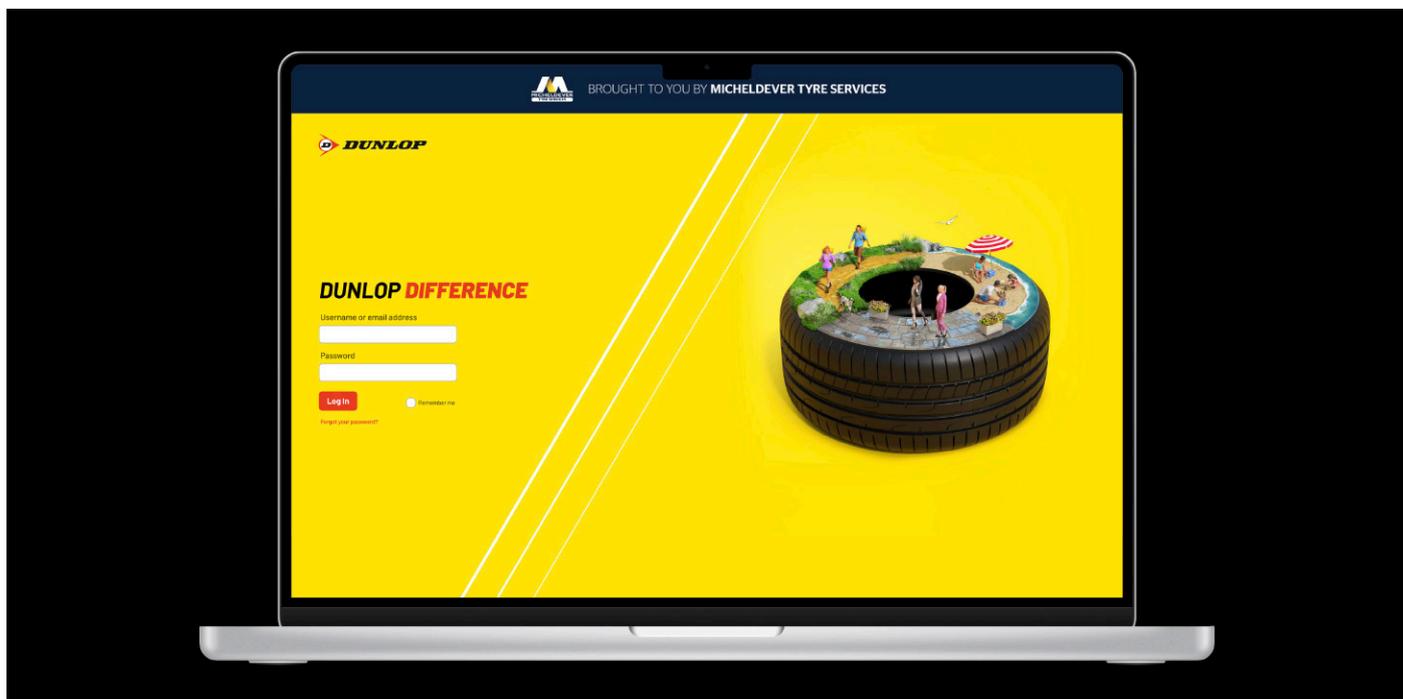


TAKE A LOOK AROUND

HERE'S SOME HIGHLIGHTS...

SECURE ACCESS

Individual logins, each site user (dealer or MTS team) will have an individual profile which will determine what data and rewards are visible.



SHOWCASING CAMPAIGNS

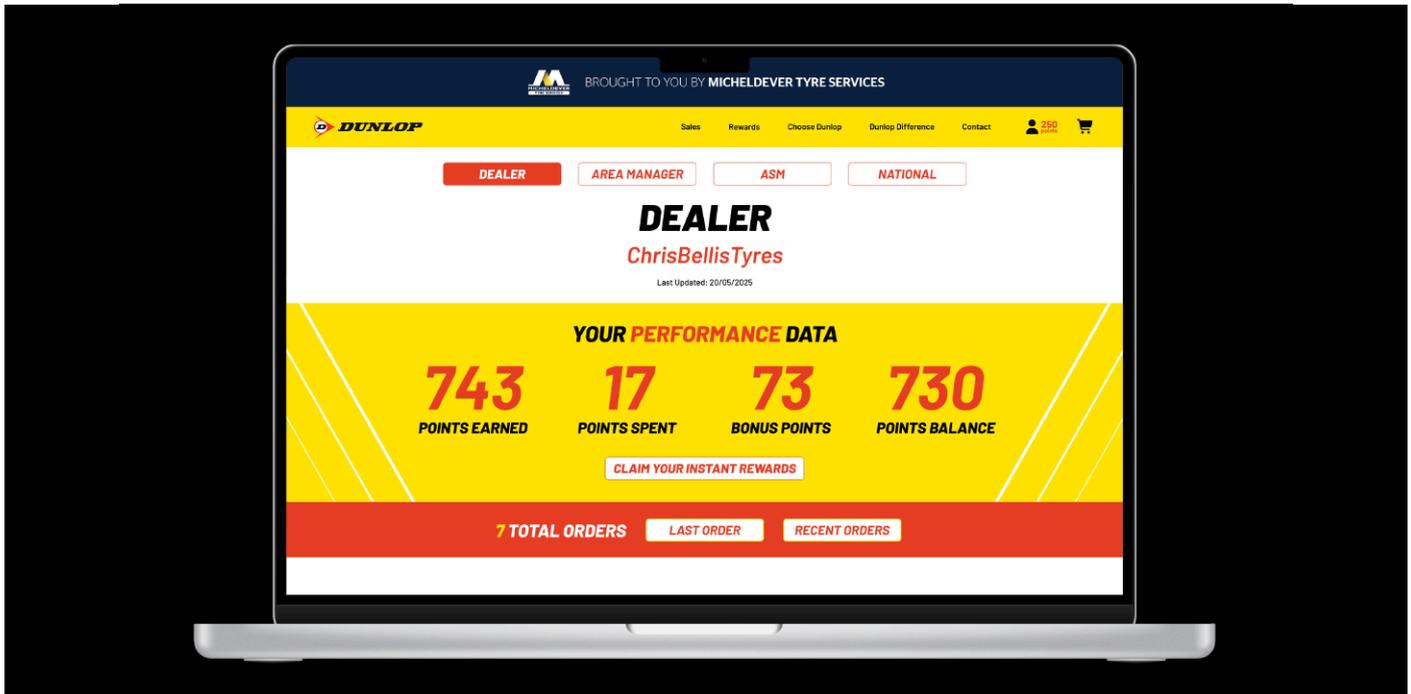
The top of the home page will always feature the current campaign, and TyreClick's contribution to dealer earnings.



TAKE A LOOK AROUND

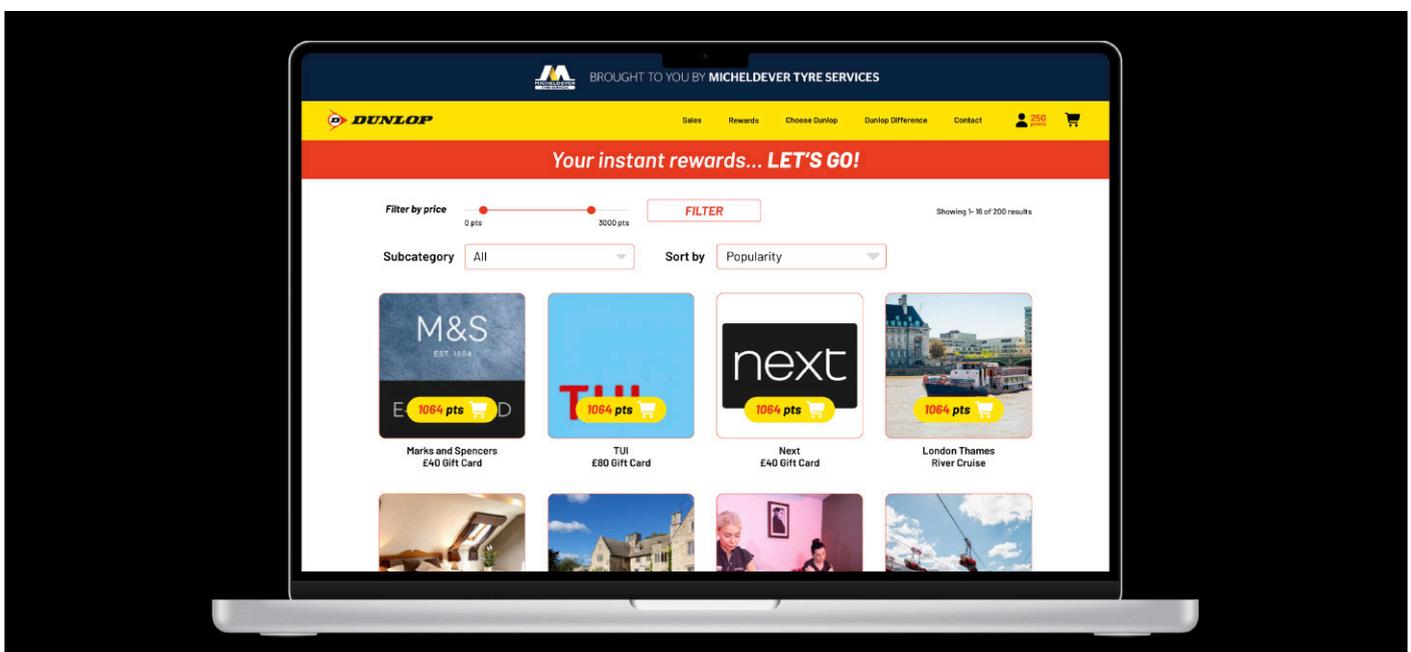
SALES DASHBOARDS

Each user will have a bespoke view of the data (different tabs will display by 'role'. Data available will include all performance data by month, year-to-date and view in a table or chart. AMs, for example, will see data for all dealer or individual dealers, ASMs will see AM performance and dealer performance.



REWARDS

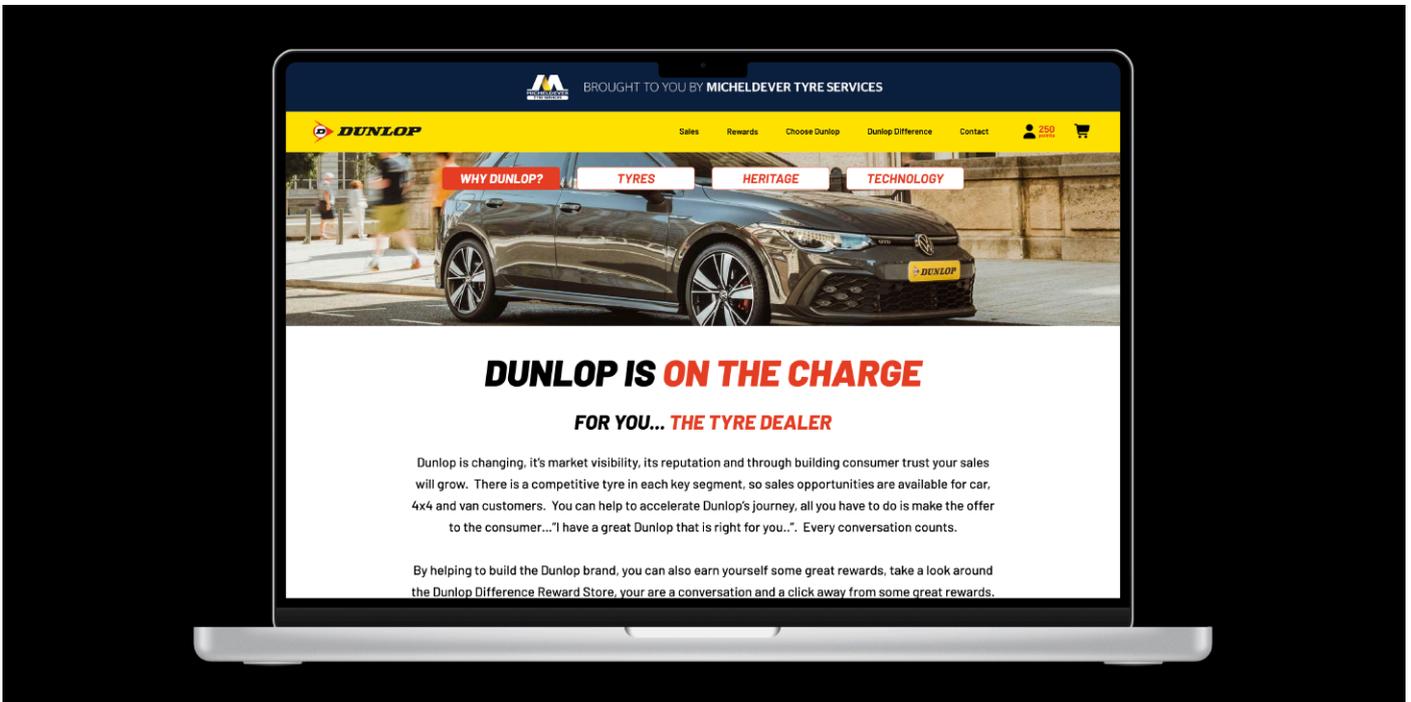
Instant access to instant reward or filter by type and value, an integrated shopping experience. Note: instant access rewards are available to 'add to basket' from the footer of each page.



TAKE A LOOK AROUND

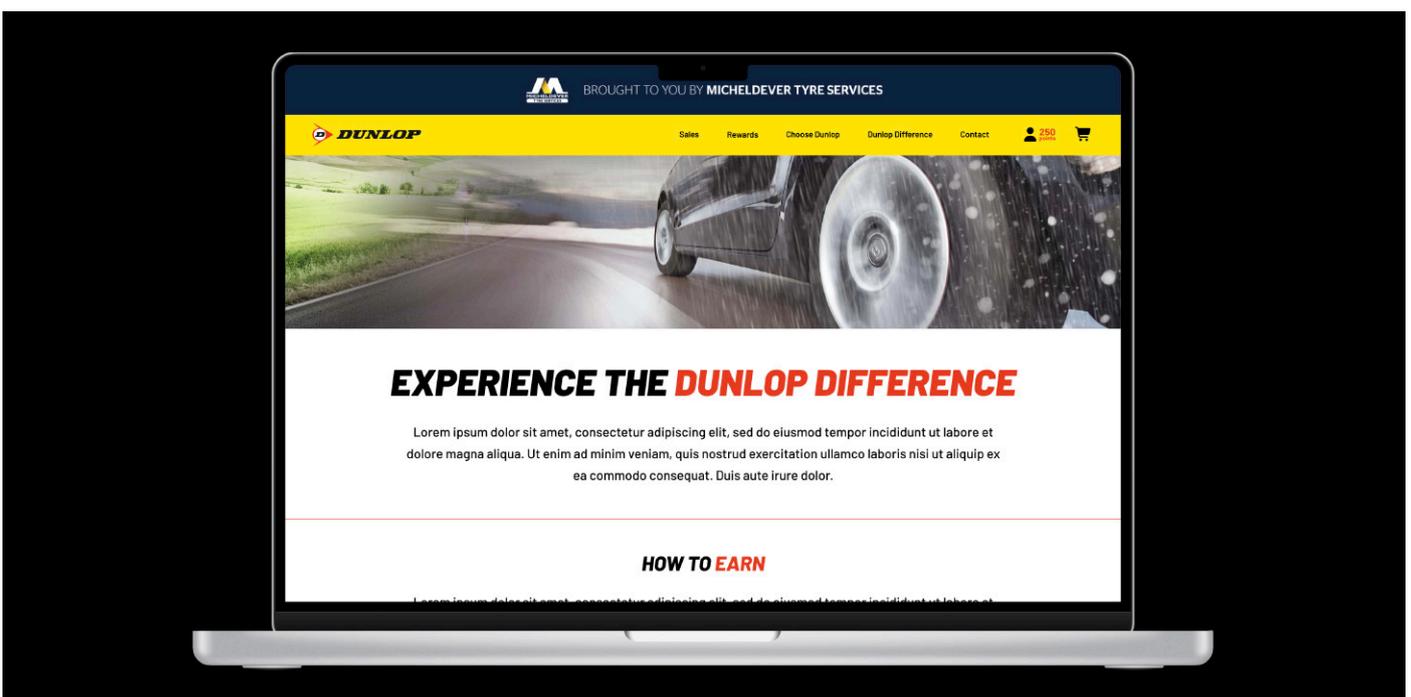
BRAND FOCUS

Re-enforcing the Dunlop brand values and showcasing how it is evolving and gaining traction.



ABOUT THE PROGRAMME

An explainer of the Dunlop Difference from what's included, FAQs and full terms and conditions.

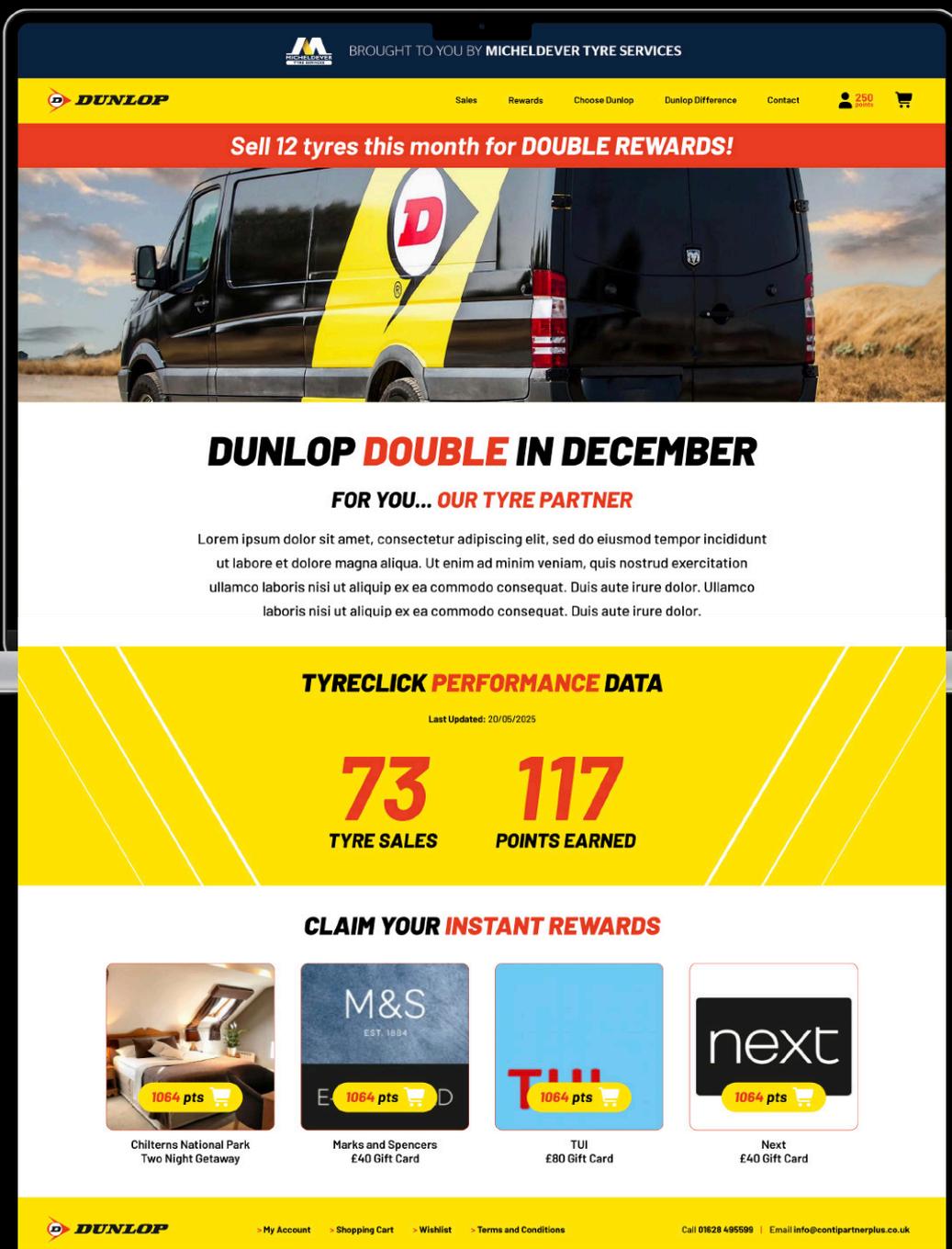


TAKE A LOOK AROUND

Here's a [link](#) to a 'Figma' site simulation, but here are some examples of the look, feel and functionality of the web platform.

NOT USED FIGMA?

Figma is a site simulation tool that provides a 'look and feel for the site. It does not have web functionality, but pages can be scrolled and buttons clicked to help navigate.



MICHELDEVER BROUGHT TO YOU BY MICHELDEVER TYRE SERVICES

DUNLOP Sales Rewards Choose Dunlop Dunlop Difference Contact **250**

Sell 12 tyres this month for DOUBLE REWARDS!

DUNLOP DOUBLE IN DECEMBER
FOR YOU... OUR TYRE PARTNER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor. Ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.

TYRECLICK PERFORMANCE DATA
Last Updated: 20/05/2025

73 **117**
TYRE SALES POINTS EARNED

CLAIM YOUR INSTANT REWARDS

-  **1064 pts**
-  **1064 pts**
-  **1064 pts**
-  **1064 pts**

DUNLOP [My Account](#) [Shopping Cart](#) [Wishlist](#) [Terms and Conditions](#) Call 01628 495598 | Email info@contipartnerplus.co.uk

COMMUNICATIONS PLAN

Here is an overview of the information flow between The Dunlop Difference and the dealers (including the MTS team).

Note: text in green denotes a programmatic process.

REGISTRATION

- ▶ AM Completes registration
- ▶ ASM approves
- ▶ **Dealer receives welcome email - welcome pack - follow-up email**

DATA

- ▶ Fortnightly system is updated
- ▶ **Integrates with SMS**
- ▶ Dealer and MTS receive notification

REWARDS

- ▶ **Claim confirmation**
- ▶ **Claim dispatch**
- ▶ **Cash claim notification (access to app)**

CAMPAIGNS

- ▶ Fortnightly campaign communication

PARTICIPATION

- ▶ **Missed you email**
- ▶ **You haven't claimed email**

MEASUREMENT & REPORTING

Our programme KPIs include dealer sign-up, active participation, sales uplift, campaign engagement, and brand perception shift (this will be measured by the brand tracker research). Monthly dashboards and quarterly optimisation reviews will ensure continuous improvement.

KPI Measure	Year 1	Year 2	Year 3
Sign up	30	50	75
Sales uplift	+5%	+5%	+5%
Monthly participation (email opens and site login)	20%	30%	40%

CONTINUOUS IMPROVEMENT: FEEDBACK LOOPS

To ensure the programme remains effective and relevant for the dealers, a series of structured feedback and optimisation processes will be utilised.

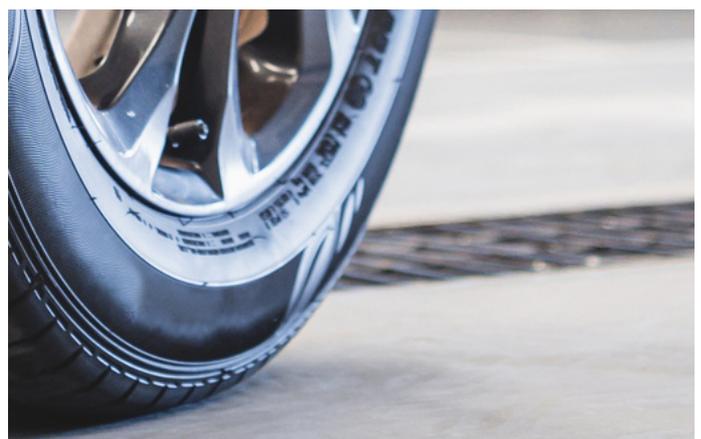


PULSE CHECK

Quarterly quick pop-up questions when a dealer logs in to gain some instant feedback.

SALES MONITORING

Fortnightly review of sales data (available to MTS via the website and download) but a Stream review too.



MEASUREMENT & REPORTING

TEST AND LEARN

For campaigns to evaluate impact of double points or free prize draws in addition to the most popular reward types.

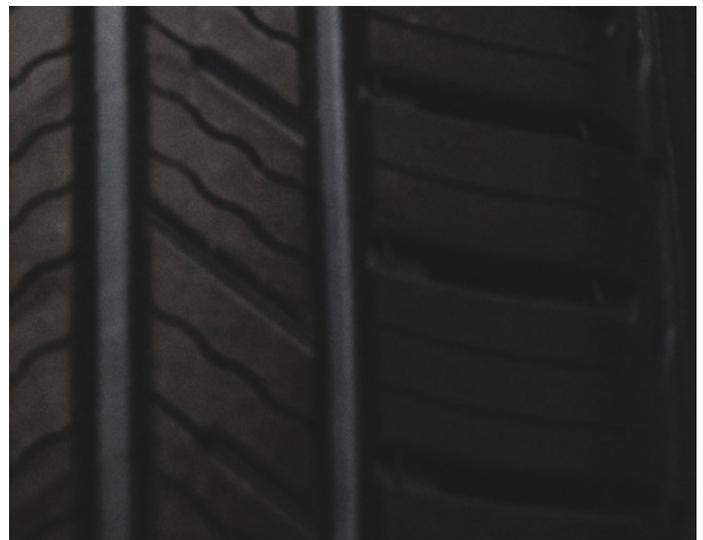


ANNUAL WASH UP

A full year review with the MTS team to review performance and plan for coming year.

ROI REPORTING

This is difficult without detailed data but based on the following assumptions: an average margin per tyres sold of 45% and the average dealer tyre sales price of £75 per tyre sold The Dunlop Difference will generate £35 per tyre.



	Dealers	Average volume per dealer per month	Profit contribution	Budget	ROAS
Year 1	30	8	£100,800	£56,930	1.8
Year 2	50	9	£189,000	TBC	TBC
Year 3	75	10	£315,000	TBC	TBC

BUDGET & COMMERCIALS

One-off setup fee for platform and creative development. Monthly management fee for hosting, reporting, and support. Reward fund based on estimated engagement and redemption rates.

PROGRAMME DEVELOPMENT (ONE-OFF)

Website build and personalisation including reporting and API interface with email broadcasts and SMS	£4,000
Programmatic and templates build	£1,440
IPM approved terms and conditions	£1,250
Presentation for AMs for dealer pitch	£720
Budget	£7,710

LAUNCH PACK X 40

Items	Budget
Programme mailer	x1
Branded merchandise (beanies, mugs and Bluetooth speaker)	x6 of each
Welcome pack of 6 donuts	x1
Collation, packaging and despatch (includes branded address label)	x1
Includes items for AMs & ASMs plus spares for more dealers	
Budget	£4,000



BUDGET & COMMERCIALS CONTINUED

REWARD FUND

Estimated	Dealers	AM & ASMs	Champions	Budget
Year 1	£6,000	£6,000	£1,500	£13,500
Year 2	£11,000	£11,000	£2,750	£24,750
Year 3	£18,000	£18,000	£4,500	£40,500

FREE PRIZE DRAWS

Campaign	Number of prizes	Budget
Anyone for Tennis	Wimbledon hospitality – for 2 people	£3,500
Spot the football	World Cup Pack (flags, t-shirts, beer x 10	£3,500
Budget		£7,000

MONTHLY MANAGEMENT FEE

Bespoke email	£720
Website maintenance	£270
SMS	£50
Project management and reporting	£920
Monthly Budget	£1,960



BUDGET & COMMERCIALS CONTINUED

BUDGET FOR A 12 MONTH PROGRAMME

One-off costs	Budget
Development	£7,710
Launch packs	£4,000
Total one-off costs	£11,410

Annual costs	Budget
Stream management	£23,520
Reward fund	£13,500
Reward fund contingency	£1,500
Free prize draw fund	£7,000
Total one-off costs	£45,520

NOTE: TAX LIABILITY

No allowance has been made for any reward tax liability for dealer rewards, there are a number of options available, but a minimum of 15% of the award values should be allocated for HMRC.



OUR TEAM

Patrick Topp
Account Director

Patrick has worked in the automotive sector all his working life and has 20+ years of tyre experience.

Claire Cortez
Account Manager

An experienced account manager with 6 years' experience working with MTS & Continental, as well as managing the Renault Rewards programme.

Alannah Pilborough
Account Administrator

Diligent, hard working and a joy to work with. Alannah monitors and controls all administrative aspects of the programme.

Ben Adams
Technical Lead

With over 20 years in tech development and has been instrumental in developing Stream's digital offer.

James Lawton
Lead Creative

James is an experienced graphic and digital designer who will oversee the creative execution and ensure it adheres to brand guidelines.





stream

**Stream Ltd, Marlow International,
Parkway, Marlow SL7 1YL**

