



*Local Presence, National Reach Global Resources*

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### **The Success of a Cross Media Solution for a Nationwide Insurance Company**

**CHALLENGE:** A nationwide insurance company had a Cocktail Party planned that was set to take place in the middle of November in San Antonio, Texas. However, they had no consolidated, strategic marketing solution of inviting all twelve hundred guests scattered across the US to the party. With a little over a month's time before the go-live date, Page/International Communications and Nationwide Graphics were tasked to plan from beginning-to-end a marketing campaign that targeted the recipients, and to offer incentives that would persuade the recipients to RSVP and fill out a general survey.

**SOLUTION:** Page/International Communications and Nationwide Graphics managed the client's internal database, and built a fully functional Cross Media campaign that involved targeted emails and personalized urls (purls). Four personalized emails went out to the twelve hundred guests: one Save the Date, one Invite, and two Reminders; all four emails had not one, but two "Call to Actions," which prompted the recipient to visit their own Purl. Only by visiting their personalized landing page could they win one of two prizes.

At the Purl the recipient was shown a Welcome Page, a Survey Page, and a Thank You Page, all branded with the Client's messaging and design. The campaign was positioned so that the recipient felt it was in their best interest to view the entirety of their personalized website. Only by going through and completing the steps set within their website would they be eligible to enter into a chance of winning a prize.

The campaign only ran for a few weeks. However, the open rate was nearly 30%, with only 6 opt outs. The result for the client was a better turnout, greater knowledge of guest preferences, and a database with clean information for follow up communications. Page/International Communications and Nationwide Graphics were able to facilitate this by working closely with the client, and referencing our institutional knowledge on how to best position this type of program.