



Local Presence, National Reach Global Resources

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Cross Media Campaign Fills Children's Summer Camp

CHALLENGE: An organization holds an annual summer camp program, and wished to increase attendance for the summer of 2010 through both a marketing and registration process. Additionally, they desired a ten percent increase in valid emails, as well as a more developed data management procedure. They were looking for a solution that blended the creativity, speed and convenience of email marketing, GURL technology, and the effectiveness of the printed piece. Page/International Communications and Nationwide Graphics were tasked to plan from beginning-to-end a cross media campaign that targeted the recipients, and to offer an incentive that would persuade the recipients to sign up for the camp and fill out a general survey.

SOLUTION: Page/International Communications and Nationwide Graphics managed the client's internal database, consolidated it with a purchased list, and built a fully functional cross media campaign that involved targeted emails, a direct mail piece, and a generalized url (GURL). The emails went out to over 40,000 recipients, and the direct mailers were mailed to roughly 17,000 individuals, as well.

At the GURL, the recipient was sent to a Survey Page where they were prompted to fill out their information, along with their children's information (birthday, name, etc.). They were awarded a free t-shirt if they filled out the survey in its entirety. After the Survey Page, they were sent a Thank You email, once again reminding them about the summer camp.

When the summer-long campaign had come to a close there were 1,100 recipients that could be linked to the cross media initiative, and the camps were at full capacity. Also, their goal of increasing fresh, valid emails by ten percent had been met, and the client garnered more than 500 children's names to use for possible future marketing programs.