

STRATEGY.

INNOVATION.

RESULTS.

YOUR  
VITAL CONNECTION.



## AlphaGraphics in the Cultural District

### AlphaGraphics Integrated Direct Mail Campaign - *Use Your Coconut*

#### Goals & Objectives

AlphaGraphics in the Cultural District set about developing a multi-channel self-promotion campaign in April 2011 aimed at increasing awareness of our comprehensive mailing capabilities (having recently purchased equipment to bring more services in-house). In doing so, we strove to educate our clients about the true power of direct mail especially when approached as an integrated, multi-media marketing campaign. The overarching objective was to position AlphaGraphics as thought leaders in direct marketing and full-service providers not only of print, but also design, mailing, and a broad spectrum of marketing services.

Starting with 200 “high value” prospects and current clients, we hoped for at least a 20% response rate and wanted to convert at least half of the respondents into guests at an executive marketing workshop. Furthermore, we established a target of increasing new mailing revenue by 25% over the next six months.

#### Execution

The campaign theme started with a simple question.

“Did you know you can mail a coconut?” one of us asked. Having heard that it was possible (but not knowing how one does it), the marketing team concocted the campaign theme, *Use Your Coconut*, which invited our target audience to use their coconuts both literally (yes, the furry brown fruit that grows on tropical trees) and figuratively (as in, using your brain for thinking and learning). Considerable research, trial, and testing were necessary in order to determine how best to mail a coconut. Eventually we hit upon the solution: wrap it in a nylon net and attach a hangtag. Our marketing team partnered with U.S. Post Office officials in preparing a final sample that was not only mailable, but impossible to ignore in one’s mailbox.



Here’s a summary of the three main ingredients of our campaign:

#### #1 THE DATA: Compiled List of Our Target Audience

- Current customers, using mailing services but perhaps not to fullest potential
- Current customers not using mailing services but likely to
- Likely prospects, identified by sales

*Continued*

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IN THE CULTURAL DISTRICT

814 Penn Avenue  
Pittsburgh, PA 15222

412.261.1300  
AGPittsburgh.com

## #2 THE OFFER: Exciting & Relevant...Personalized URL

- Chance To Win A \$150 Gift Card to *Habitat*
- Second chance to non-responders: Win A \$50 Gift Card to *Kaya*



## #3 THE CREATIVE:

Personalized URL Landing Page

### Strategy + Creativity

- Strategy that supports the objectives, advances us to our goals, & resonates with our audience
- Creativity that yields unique, memorable, personalized, integrated, & well-branded solutions
- Three Phases of the Campaign:

#1: DIMENSIONAL MAILING...A coconut!

#2: LARGE ENVELOPE with ENCLOSURES...An intriguing “lumpy/bumpy” mailer

#3: INVITATION in UNIQUE ENVELOPE...Prelude to an executive marketing event hosted by AlphaGraphics, featuring direct marketing industry expert Joe Manos of Mindfire, Inc., worldwide leader of marketing intelligence software and services.

Key to the success of the campaign were the number and nature of optimized touches—8-10 per person—using a multi-channel approach. Here’s what we used:

- Direct Mail (numerous formats, personalized)
- Personalized URL (triggered email, customized by response)
- Generalized URL
- Email (personalized)
- Signage
- Text Messaging
- Internet (agpittsburgh.com - rotating banner messages)
- Social Media (Facebook & Twitter)
- Blog (AGSpeaks)
- Sales Follow-Up (telephone, face-to-face, sales collateral, meeting appointments)



Triggered Thank You Page



4-page Mailer



Signage

## Results

- Achieve a 46% response rate to phases one & two
- Achieved 31% response rate, 41 clients attending the executive marketing workshop
- Based on several new multi-channel campaigns within the first month of completing the campaign, early predictions indicate we could realize more than 200% ROI!



Marketing Workshop Speaker Joe Manos