

SUCCESS STORIES

INDUSTRY

HIGHER EDUCATION

RESULTS

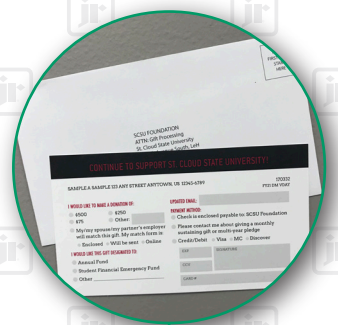
CHALLENGE

A loyal client, St. Cloud State University (SCSU) Foundation, had two goals in their annual Valentine fundraising campaign: raise money for the university and improve their Q Score. The multi-channel campaign targets specific alum married to other alum, which crosses various ages, degrees, and activity involvement. Since the campaign is themed with Valentine's Day, the in-home mail date was critical for the direct mailer to be relevant. Also, to help raise the university's Q Score, the mailer needed to be personal and remind the alum of their positive experiences while attending SCSU.

Q Score is a measurement of familiarity and appeal. The higher the Q Score, the more highly regarded the brand/company is. Q Scores can be calculated by conducting various voice of the customer engagements, such as surveys.

SOLUTION

With the campaigns two goals in mind, it was vital to create a direct mail piece that would get opened and if nothing else, be remembered. Coordinating look and feel of the other campaign elements, the team at John Roberts took the direct mail piece and created a unique fold – going from a basic rectangle to a full heart shape. With the added



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(SOLUTION CONTINUED)

image of a wax seal, with SCSU logo in the heart shape, was another distinctive feature to entice opening of the piece. Personalization, of the couple, was carried through beyond the address; with both names displayed on the inside with a nostalgic script typography with a donation card linked with their personal information, and a business reply envelope for easy response. More so, matching mailers with cards is a fulfillment process that did not allow for mistakes. Additionally, linking person with alum number made gathering donation information error proof. With less than 24-hour response time on edits, from creative concept to completion – there was no issue meeting the time-sensitive mailing window. Finally, John Roberts integrated the look of the mail piece to the email format which provided for a stronger integrated solicitation effort.

MARKETING SERVICES + PRESS

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