

DMN News



News, P7
John Deere

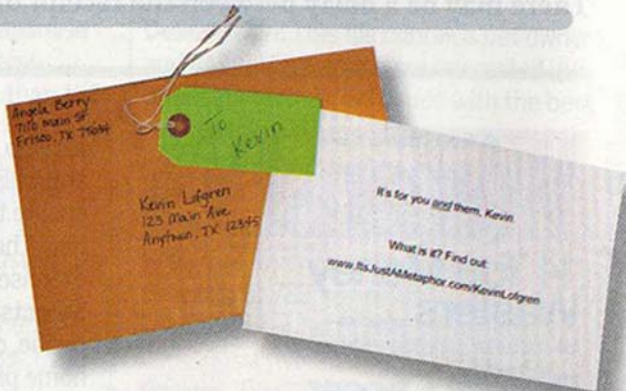
The Authority for Direct Marketers

PLUS Lillian Vernon in tentative sale P4 | Are coupons good long-term? P11 | New parents easily reached through DM P16

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The Work

Showcasing creative solutions



Current Energy

Hand addressing energizes results

Approach: In November, energy consulting company Current Energy tapped lead generation firm Farstar to develop a campaign to increase foot traffic and brand awareness for the flagship store, which also sells energy-efficient tech products. More than 14,000 hand-addressed mailers were sent to consumers in the neighborhood surrounding the store, located on Knox Street in Dallas. The mailings drove recipients to a personalized URL microsite, which provided holiday gift ideas and encouraged people to visit the store to register to win a Segway i2 Commuter or a home energy assessment.

Results: Of those who received the mailing, 29.6% visited the microsite and 22.5% came into the store. -Mary Hum

PRIVATEVIEW Matthew Gyulay, SVP, creative director, Wunderman Toronto

Is there a more fashion-worthy brand than Mercedes Benz? This site brilliantly presents the brand as a platform or, more specifically, as an accessory to the high fashion it presents.

I'm a sucker for a hand-addressed envelope. So are many others. They work and so does this one for Farstar. But there isn't enough to make me say it was worth it when I got to the site, other than great odds on winning a Segway.

Nothing says "I love you" like pure octane. Not in NASCAR, anyway. Office Depot is not only on target, but it's built on a particularly keen insight. It's hard to wrap your head around the partnership, but I'll lay odds that the message went straight to middle American romantics.