

# CASE STUDY ACTIONMAIL

## 2008 DMG WORLD MEDIA FOODTECH PACKTECH CAMPAIGN

By implementing a cross media campaign of both above and below the line advertising, Foodtech Packtech event registrations were far more steady throughout the campaign.



### OBJECTIVE

DMG World Media produce a broad range of high profile events, trade shows and exhibitions across New Zealand and Australia. There were two key campaign objectives for DMG the first to encourage industry professionals to pre-register for the Foodtech Packtech Trade show. Secondly to capture the recipients preference for either Foodtech or Packtech to further customise follow up communications.

### TARGET

DMG World Media used Historic Foodtech Packtech event registrations to rejuvenate lost attendees and encourage pre event registrations. From these historic event registrations 12,000 qualified prospects were identified, including 6000 email addresses with an 80% gender salutation.

### STRATEGY

The strategy for DMG World Media was to use a cross media campaign, with above the line advertising supporting the direct marketing activity. The incentive was one of six brewing kits drawn daily at the show. The direct marketing rolled out initially with the first email to 6000 being dynamically personalised with variable imagery and text driving respondents to their own Personalised URL (PURL). Depending on respondents choice for either Foodtech or Packtech events their PURL was personalised to this event again using variable imagery including gender change out imagery. From their PURL they could register their information to attend and also request more information or send to a friend.

The first DM piece was sent personalised again with variable capabilities driving people again to their PURL for registration. Followed by a second email and text campaign to registered and non registered recipients.

## THE CREATIVE

Highly personalised emails were created using dynamic fonts on the label as well as embossed in the bottle. These emails were sent to 6000 people driving them to pre register for the event. A follow up email was also sent later to both non responders and responders.

In conjunction with the emails responders were driven to their own PURL (Personalised URL). Variable imagery was changed out based on responders variables such as gender and show preference.

An impact direct mail piece was then sent to non responders again driving them to sign up on their PURL. The Direct Mail piece was full colour A4 folded to DLE size digitally printed.

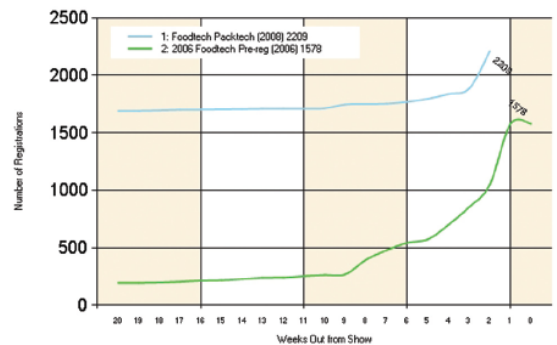


## THE RESULTS

*“Hi Brenden*

*As the key objective of the campaign is pre registrations here is a graph of pre-registrations this year to date vs. last show. As you can see this year’s campaign is kicking butt compared to this stage of the marketing campaign last show.”*

Rochelle Grey – Marketing Manager  
DMG World Media (uncensored)



Weeks Out	Foodtech Packtech (2008) 1424	Foodtech Packtech (2006) 1956
20	1333 (03 Jun - 09 Jun)	208 (30 May - 05 Jun)
19	1334 (10 Jun - 16 Jun)	208 (06 Jun - 12 Jun)
18	1338 (17 Jun - 23 Jun)	211 (13 Jun - 19 Jun)
17	1343 (24 Jun - 30 Jun)	218 (20 Jun - 26 Jun)
16	1344 (01 Jul - 07 Jul)	227 (27 Jun - 03 Jul)
15	1347 (08 Jul - 14 Jul)	230 (04 Jul - 10 Jul)
14	1349 (15 Jul - 21 Jul)	240 (11 Jul - 17 Jul)
13	1352 (22 Jul - 28 Jul)	252 (18 Jul - 24 Jul)
12	1352 (29 Jul - 04 Aug)	253 (25 Jul - 31 Jul)
11	1352 (05 Aug - 11 Aug)	267 (01 Aug - 07 Aug)
10	1356 (12 Aug - 18 Aug)	276 (08 Aug - 14 Aug)
9	1389 (19 Aug - 25 Aug)	282 (15 Aug - 21 Aug)
8	1392 (26 Aug - 01 Sep)	408 (22 Aug - 28 Aug)
7	1396 (02 Sep - 08 Sep)	493 (29 Aug - 04 Sep)
6	1412 (09 Sep - 15 Sep)	560 (05 Sep - 11 Sep)
5	1424 (16 Sep - 22 Sep)	590 (12 Sep - 18 Sep)