

Stress Free Sales

Project: B2C Print Campaign
Business Sector: Pet/ Pharmaceutical
Business Application: Sales Generation
Date: July 2010



Scratch-free
Stress-free
Worm-free





BACKGROUND

Bayer is a global enterprise with major businesses, one of which is a world leader in developing products to improve and protect the health of people and animals.

CAMPAIGN OBJECTIVES

Bayer worked with Carevets by marketing Bayer's® revolutionary topical allwormer - Profender® to their customers.

Primary Aim: Incentivize recipients to purchase Profender® allwormer.

Secondary Aims: Collect email and phone details for future contact (via text or email).
Assess the campaign for its ROI and therefore its viability for future deployment.

STRATEGY

The target audience was Carevets cat owners who had been active customers within the last 12 months. An attractive offer to use the Profender® allwormer was designed to introduce cat owners to the product and secure their loyalty long-term. With treatment required for cats every three months the life time value of a new customer is substantial and very much worth the initial cost of sale.

Slinky
c/o Mrs Deirdre Whitcombe
7 Fleetwood Grove
Waikeanae
Wellington
02 July 2010



No stress for Slinky, no scratches for you!

AN ALLWORMER TREATMENT SO SIMPLE, IT'S LIKE TAKING A HOLIDAY!

Dear Deirdre & Slinky,

Giving Slinky the essential protection against worms can be a stressful process - for you and your pet. That's why we recommend Profender®, an allwormer treatment which makes worming time easy. Profender® is a highly effective, externally-applied treatment that takes just seconds to use. You just squeeze it onto the back of your cat's head every 3 months to protect your cat from intestinal worms!

Now, you can discover just how effective and easy Profender® is to use. For a limited time, pop in to Carevets N Pets Johnsonville, buy one Profender® allwormer treatment, and we'll give you **\$25.00 off** the cost of Profender®.

Make worming time easy with Profender®: no more bites, no more scratches, no more stress and no more worms.

And, when you buy your Profender® treatment, we'll also put you in the draw to win a Deluxe Mystery Weekend for two to a fantastic destination somewhere in New Zealand. Plus, while you're enjoying yourself, your cat will be too, with a stay at your local Carevets cattery. Your cat will enjoy a premium diet, with vets and vet nurses on site to take excellent care of it and any special requirements your cat may have. You get one entry in the draw when you redeem your voucher before 31 July 2010.

To receive your FREE Profender® allwormer treatment and enter the draw to win a holiday, simply complete your details on the enclosed voucher and redeem it at Carevets N Pets Johnsonville when you purchase your Profender®.

Yours Sincerely,


Nick Cooper - Director
Carevets N Pets Johnsonville

Phone: 04 478 3209 Fax: 04 477 3840 Email: johnsonville@carevets.co.nz
Located at: Carevets N Pets Johnsonville, Carevets N Pets Johnsonville, 31 Johnsonville Rd, Johnsonville, Wellington 6037





Profender® is a registered trademark of Bayer AG (Leipzig, Germany). Profender® is registered pursuant to the NZMP Act 1982. See www.nzmp.govt.nz for registration conditions. For terms and conditions visit our website www.carevets.co.nz

Barry
c/o Mrs Anna Laidlaw
488 Gordon Crescent
Bromesmead
Wellington
04 July 2010



No stress for Barry, no scratches for you!

AN ALLWORMER TREATMENT SO SIMPLE, IT'S LIKE TAKING A HOLIDAY!

Dear Anna & Barry,

Giving Barry the essential protection against worms can be a stressful process - for you and your pet. That's why we recommend Profender®, an allwormer treatment which makes worming time easy. Profender® is a highly effective, externally-applied treatment that takes just seconds to use. You just squeeze it onto the back of your cat's head every 3 months to protect your cat from intestinal worms!

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CAMPAIGN COMPOSITION

A pack containing a letter and voucher(s) personalised to each cat and owner was mailed to each recipient. The cat images dynamically changed out on the fly based on the cat breed and offers were split 50/50 and were either...

- “\$15.00 off the cost of Profender®” or
- “Another one FREE, saving you up to \$30.00*”

Recipients were invited; upon redemption of the Profender® all wormer treatment offer, to enter the draw for a deluxe mystery weekend for two. This included a ‘holiday’ for the winner’s cat/s at their local Carevet cattery. To enter the draw they were required to provide email and mobile particulars.

For customer impact the outer envelope emphasized the benefits for the cat with copy of “Scratch-free, Stress-free & Worm-free” and stylized scratch marks for visual effect.



\$15.00 off

To Mrs Deirdre Whitcombe
An exclusive gift for Slinky
\$15.00 off Profender®

Deirdre,
You will receive **\$15.00 off** Profender® worming treatment at Carevets N Pets Johnsonville when you redeem this voucher. Offer applies to Profender® product only. One purchase per voucher and voucher non redeemable for cash. Full Terms and Conditions are available at Carevets or online at www.carevets.co.nz/profender.
Exclusive to you but only valid till 31 July 2010.
Profender is a registered trademark of Bayer AG, Leverkusen, Germany.
Profender is a registered trademark of Bayer AG, Leverkusen, Germany. See www.bayer.com for registration details.




New Zealand Patent No. 27644 Patent 100

Scratch-free
Stress-free
Worm-free

Win a holiday for Slinky
and a Deluxe Mystery Weekend for you!

When you make your Profender worming treatment purchase, you'll also go in the draw to win a holiday for you and Slinky. Please check and correct your details below to be in to win.

YOUR NAME

EMAIL

MOBILE

Yes! Please enter me into the draw and I have read and agree to the Terms and Conditions. Please make sure to tick the box to confirm and be entered to win.



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BUY ONE GET ONE FREE

To Mr Kyle Vincent
An exclusive gift for Chino,
Save up to **\$30.00 off** Profender®

Kyle,
You will receive ONE FREE Profender® or (equivalent) worming treatment when you purchase your Profender® worming treatment. Offer is valid up to \$30.00. Offer applies to Profender® product only. One purchase per voucher and voucher non redeemable for cash. Full Terms and Conditions are available at Carevet or online at www.carevets.co.nz/profender.
Exclusive to you but only valid till 31 July 2010.
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CREATIVE RATIONALE

It was important for the cat imagery to take pride of place – it needed to be about creating a stress free experience for the cat!

Actionmail's data analysis identified 80% of the database related to 18 breeds of cat. To improve the relevancy of the communication graphics of each of the 18 breeds were sourced (no easy task) and used for these recipients. A generic cat breed used for the remaining 20% where cat breed was unknown.

The travel theme (cat in suitcase) was used in conjunction with the travel incentive of a deluxe mystery weekend for two. Each owner's cat breed was pictured in an open suitcase and copy was personalised to the owner and the cat in the baggage tags and the strap line.



DATA

Each Carevet branch extracted a list of cat owners from their practice management software system that included cat numbers per customer, their name, breed, gender & age.

There were 2,500 recipients derived from three Carevet branches located throughout the country in Auckland, Wellington and Hamilton.

CAMPAIGN RESULTS

Response rates – those who actually purchased the Profender®allwormer – were in excess of 5%. Initial results delivered good ROI and the campaign will be used again.

CLIENT	Bayer
Creative Agency 	Nova Creative is the creative arm of Actionmail, offering strategic planning through to full in-house graphic design services. Nova was responsible for concept, copy, and all design work..
Cross Media Provider 	Actionmail specialise in delivering high quality, accurate personalised direct marketing. This includes digital print, personalised web pages (PURL's) and mobile technology. By combining customer data, and delivery technology, they provide the avenue for brands to communicate to their target audience effectively and with ultimate cut through. Actionmail applied all the XMPie smarts and provided complete mail fulfilment for this campaign.
Hardware	Fuji Xerox Docucolor 5000 Digital Press
Software	XMPie Personal Effect
Target Audience	Carvets Cat Owners
Date Executed	July 2010