



1 Maine Office of Tourism

One-to-one campaign brings visitors to Vacationland

Situation

To drive tourism – the second largest revenue driver in the state – the Maine Office of Tourism (MOT) had been running a campaign on its Web site, visitmaine.com, enabling potential visitors to request information. However, “the response rates had become flat,” says Theresa Cloutier, SVP of marketing for agency DMM, which worked with the MOT to spruce up its outreach last fall.

Approach

DMM teamed up with Xerox and its 1:1 Lab variable printing service to test personalized mail from MOT against static packages. A form at visitmaine.com asked visitors why they wanted to visit Maine, which activities they were interested in and when they planned to visit. All respondents received a generic guidebook, map and postcard. Half

also received, a fold-out personalized pocket guide that “was personalized with their name, images and more pertinent information that they had specifically asked for at the Web site,” Cloutier says.

Web site visits were driven by print, TV and e-mail. A reply postcard included with both packages asked respondents for feedback and offered a shopping spree at LL Bean.

Results

The customized program had a 24.1% higher response rate than the static mailer alone. MOT research also showed a 23.4% increase in revenue from the customized pocket guide – crucial, due to the importance of the state’s tourism sector.

“Although the 1:1 program production costs were higher, the visitor acquisition costs were actually lower due to the increase in responses,” Cloutier says. -*Nathan Golia*

2 Nissan

Interactive game showcases Nissan’s SUV

Approach Agency Tequila and rich media provider EyeWonder helped Nissan launch the Rogue last winter. The online campaign targeted males age 27 to 43 with ads integrated with a game allowing users to drive Rogue. Geo-targeting was used so that viewers in the North, for example, would see snow-covered streets.

Results: The ads had an interaction rate of 34.75%. NissanUSA.com users played the game more than 335,000 times within three months of the launch. -*Jonathan Mack*



3 Pacific Ridge School

Direct mail campaign gets good grades

Approach Pacific Ridge is a new private school formed by a group of parents in San Diego. Prior to its opening last year, Pacific Ridge worked with agency Madison West and direct mail firm Anderson Direct on a five-part direct mail campaign to 4,500 qualified households highlighting the importance of a private school.

Results Admission events had 750 attendees and the school received 385 applications for 105 openings. -*Chantal Tode*

