



## CASE STUDY

### RECREATION & TRAVEL

## Award Winning Campaign Strategy Delivers Results

**challenge:** One of the most sophisticated resort conference centers in the Rocky Mountain region was relying on a classic self-mailer with a follow-up postcard to generate leads among professional meeting planners. The response declined each year, despite variations in list, offer and creative.

**solution:** A fresh approach to the client's creative included repositioning the resort to depict its unique "proposition" attributes. Using our data management solutions we were able to manage, evaluate and track the client's customer and prospect database and deliver new insights to improve the targeting strategy. A multistage direct marketing campaign featuring the new creative was launched.

### impact:

- **The new campaign generated a response rate of 39% over prior campaigns, without the use of incentives or discounts.**
- **Efficiencies in production, mailing and postage produced a significantly more effective campaign at an identical budget to prior year.**
- **Program received a BMA Gold Key Award for marketing excellence and was a DMA Echo Award finalist.**



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