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# PODi Digital Print Case Studies

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<b>Project:</b>	<b>Children's Art Project Draws 10% Increase in Sales</b>
<b>Vertical Market:</b>	Nonprofit
<b>Business Application:</b>	Direct Marketing/Direct Order

### Business Objectives

To increase the sales of holiday cards by marketing them earlier in the season. This campaign was run in 2007 with terrific results and repeated in 2008.

### Results

2007	2008
2,255 postcards mailed	2,315 postcards mailed
223 responses (9.89% response rate)	191 business responses 82 personal responses 273 TOTAL (11.8% response rate)
148 of these responses resulted in an order (66% conversion rate) A follow-up email was sent to those who had responded but not purchased resulting in an additional 31 conversions for a total conversion rate of 80%	183 converted to orders as of Oct. 2008 (67% conversion rate)
Orders up by 10%	Orders on pace to be up by 15%

### Campaign Architecture

A combination of direct mail integrated with personalized landing pages was used. The direct mail piece was a 5.5" x 8.5" postcard with a personalized URL (PURL) on both the front and back. The salutation included the recipient's name.

In 2008, the postcard also indicated how many cards the recipient had purchased in prior years. This was a highly requested feature from past recipients.

The CAP staff was able to monitor campaign results in real time through an online campaign dashboard which showed who responded and whether or not they clicked through to the order form.

The personalized landing page was utilized to thank the user for their continued support of the Children’s Art project. In addition, respondents were asked to tell CAP more about their buying preferences and awareness of the Children’s Art Project. Questions were segmented by personal and business buyers. Once the user completed the online survey there were redirected to the online holiday card portal, where they could redeem their “Early Bird Savings” for their holiday card order.

The online site had a number of interesting features including:

- Ability to personalize cards with text or photos
- A number of size and color options
- Online proofing

### Target Audience and Messaging

The target audience included 2,225 past buyers of personalized holiday cards. The Children’s Art Project is a nonprofit organization which raises money for cancer research by selling greeting cards, gift items and miscellaneous merchandise imprinted with artwork produced by pediatric patients at M.D. Anderson Cancer Hospital. Each year, the project raises more than \$1.5 million in revenue which goes towards enhancing patient services and patient-centered research. Over 1,000,000 of these cards were sold in 2007.



As a charity the messaging is geared towards helping children afflicted by cancer.

**Offer**

The offer was to order early and get a discount coupon worth 10% off.

**Creative and Outbound Pieces**

To reinforce the theme that the profits go to help children, the postcard was done in a style that had artwork, images, colors and fonts that a child might use when creating a picture. The PURL was placed prominently on both sides of the card.

**Reasons for Success**

The Children's Art project was effective because it gave recipients an easy way to respond and place orders through their PURL. The artwork also helped reinforce that this project was benefiting children.

<b>Client</b>	<p>Children's Art Project  <a href="http://www.childrensartproject.org">www.childrensartproject.org</a></p> <p>The Children's Art Project is a nonprofit organization which raises money for cancer research by selling greeting cards, gift items and miscellaneous merchandise imprinted with artwork produced by pediatric patients at M.D. Anderson Cancer Hospital. Each year, the project raises more than \$1.5 million in revenue which goes towards enhancing patient services and patient-centered research.</p>
<b>Print Provider &amp; Agency</b>	<p>ImageSet Digital  <a href="http://www.imageset.com">www.imageset.com</a></p> <p>ImageSet Digital is a premium provider of innovative direct marketing services and products using on-demand digital printing. They offer full service in-house print production capabilities, as well as marketing technology solutions that help customers improve their bottom line.</p>
<b>Hardware</b>	HP Indigo 5000
<b>Software</b>	Yours Truly, MindFireInc
<b>Finishing</b>	Duplo 645
<b>Target Audience</b>	Past purchasers of personalized holiday cards
<b>Distribution</b>	2,225
<b>Date</b>	August 2007 & 2008