

B Digital Welcome Mailer



ADVERTISER:
B Digital

INDUSTRY:
Telecommunications

CAMPAIGN PURPOSE:
Cross-Sell

Agency:
JMG Medial

MEDIA USED:
Direct Mail (Impact Mail)

Background

Initially founded as a mobile service provider in 1999, B Digital's challenge has been to re-position itself as a full-service, premium telecommunications provider, within a highly competitive industry.

Strategy

B Digital wanted to cross-sell home phone, dial-up or ADSL services to customers that had recently taken up a B mobile service in the last 7-55 days. B Digital came up with an offer of free extras to encourage purchase of home phone or Internet services, and also offered \$50 credit on the customers B account if they took up a second service prior to the cut-off date.

This would be a challenge for B Digital who were seen as primarily a mobile service provider in an environment where historically customers take up a second service within one month of the initial sale.

Creative solution

As one of the first forms of supplier-initiated communication a new B customer was likely to have, it was important that the piece stood out. A combined welcome message with a push to cross-sell B's other services was a good opportunity to capitalise on the customer's recent mobile purchase. A die-cut "Rocketman" shape was used to create interest with an interactive scratchy panel to encourage involvement and create desire.

Results

The welcome mailer was extremely successful in generating qualified leads into the call centre. B Digital were very happy with the response rate of 21.2% achieved.

The role of direct mail

B Digital provided an appealing offer and Impact Mail made the piece stand-out in the letterbox. The interactive scratchy component was unique and engaged the recipient.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit www.auspost.com.au/impactmail