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Project: St. Andrew's Learn to Dream Campaign

Vertical Market: Education

Business Application: Direct Marketing / Direct Order

Business Objectives

St. Andrew's School is an independent, tuition-free elementary school for children of economically challenged families from the Richmond, Virginia area. The Learn to Dream campaign was inspired by the idea that the world would be a better place if everyone learned to dream again, especially adults, who face the pressures of a tough economy, job losses and lost hope. Digital Innovations Group (DIG) specializes in developing and executing individually relevant marketing and sales communication strategies. They created a campaign with the following objectives:

- Increase awareness of the St. Andrew's mission
- Capture email addresses for future marketing efforts
- Engage potential donors

Results

The Learn to Dream Campaign was a highly successful marketing effort.

- The first email had a 38% open rate, and 21.5% click through rate
- The second email had a 38.5% open rate, and 13.6% click through rate
- 148 dreams were submitted from 5 countries and 17 states
- 1000 visits to the generic URL (GURL) were tracked, yielding a 14% conversion rate

Campaign Architecture

St. Andrew's campaign was conceived as an online viral marketing campaign using multiple channels. St. Andrew's wanted children to illustrate their dreams on paper, which enhanced the visual appeal of the campaign.

Direct Mail

Ninety-three direct mail packages were sent to supporters who either had not provided an email address or who were deemed to be great candidates to spread the word virally by receiving a physical picture from a child. Each



package included one of the children's drawings, the student's signature, and a printed piece explaining the Learn to Dream campaign, with the GURL.



Recipients of the direct mail piece also included older adults, who might not respond to email as well as they would to direct mail.

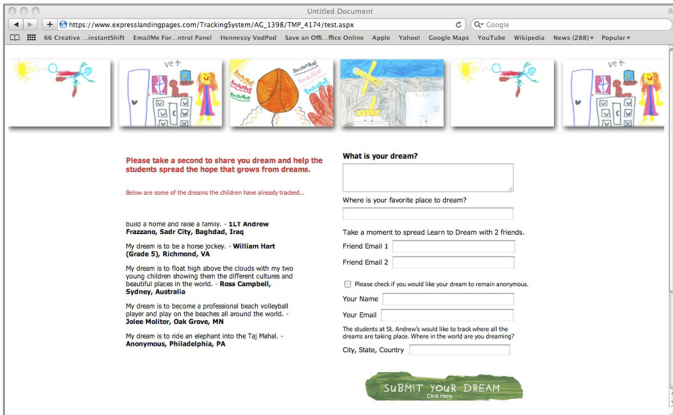
Email

For those who did not receive a direct mail piece, St. Andrew's sent 1,338 emails with a GURL link. Recipients were invited to share their dream by visiting the GURL.

A follow-up email was sent to a portion of the first audience, sharing results from the ongoing campaign and encouraging them to take part and spread the campaign within their personal networks. The copy listed the GURL and again asked recipients to visit the site and share their dream in hopes of inspiring students of St. Andrew's School to dream about a bigger and brighter future.

Personalized Site

On the landing page, respondents were asked to share their dream and favorite place to dream. They were asked to help spread the power of dreams by providing two email addresses of those who would also be invited to dream. The dream, name, email address, city, state and country of each respondent were captured as part of the dream submission interaction. The landing page included a scrolling list of all the dreams submitted starting



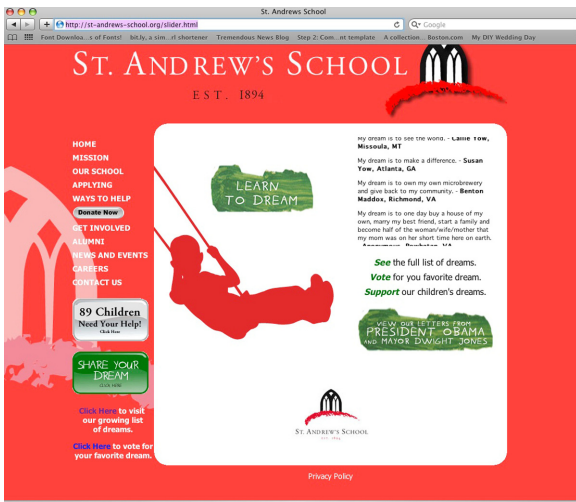
with the most recent. This kept the content fresh and provided a reason for “dreamers” to visit the site multiple times. Emails were sent automatically to each teacher’s classroom so that children could track dreams and the cities, towns, countries and continents from which they came to reinforce their geography learning.

Social Networks

Information about the Learn to Dream campaign was posted on Facebook, Twitter and LinkedIn in order to spread the viral dream message and create awareness of St. Andrew’s School. A St. Andrew’s Facebook page was created as part of this initiative but will remain active to assist in all future marketing efforts.

Web

All submitted dreams, as well as a running tab of total dreams submitted and location information was included on the school’s homepage, which provided consistency of message. Those completing their GURL transaction were sent on to the St. Andrew’s website further reinforcing the mission of the school and the needs of the student body. This was done as part of a strategy to prepare this audience as potential supporters of the school. Each dreamer was invited to receive an electronic version of the St. Andrew’s newsletter so that they could stay involved in the school’s mission to prepare the students to achieve their dreams.



Target Audience and Messaging

The target audience for this campaign was supporters of the school, including donors, volunteers, board members, and community and business leaders. Local and national media and selected celebrities were also targeted.

Offer

The only offer in this campaign was the chance to share one’s dream, and to learn about others’ dreams.



List

The target list was created by St. Andrew's. 40% of the list was past donors, the rest was contacts from a prospective donor list and contacts attained from school board members. The list was segmented according to connection. For example, if a potential donor was connected to someone on the board, the email to the potential donor came from the person on the board who they knew.

Creative and Outbound Piece

The designs for the mail pieces, emails, and personalized landing page were developed by DIG. The creative for the campaign was an emotional appeal, which yielded a great response.

Reasons for Success

The success of this campaign lead St. Andrew's to develop a follow-up campaign which connects dreamers with mentors. This will be a public relations effort for the school.

Best practices learned from this campaign are:

- **Social networking can enhance your reach.** The use of social networking greatly extended the audience for this campaign, kept the campaign ongoing, and was extremely inexpensive
- **Use technology appropriately.** Technically, this campaign was advanced. For example, the use of scrolling dreams on the website and visitors also had the opportunity to filter for certain kinds of dreams. But the technology was used to create a connection with the audience – not just for show
- **Use the right list.** It was more important to email 1,000 *right* people than email 2,000 people who may not have a connection to St. Andrews

Client	St. Andrew's School www.st-andrews-school.org St. Andrew's School is an independent, tuition-free elementary school for children of economically challenged families from the Richmond, Va. area.
Marketing Service Provider	Digital Innovations Group www.digcreative.com DIG specializes in developing and executing individually relevant marketing and sales communication strategies. Trackable results, interactive communication and integration with the sales process are key components of all DIG solutions. DIG works to solve its clients' business challenges with innovative strategy, inspired and resourceful execution and purposeful creativity.
Print Provider	Herron Printing www.herronprinting.com Herron Printing is in the business of printing. However, they feel that the company produces something much larger than ink and toner on paper. Herron Printing produces success. They take pride in the fact that the products they create help to make their clients' businesses more successful.
Hardware	Canon 7000 Digital Press
Software	Adobe InDesign, MyEmma email service, Indros EasyPURL
Finishing	Direct Mail: 5.5" x 5.5" 4/4 process on 110# white gloss cover
Target Audience	St. Andrew's existing and prospective donors
Distribution	200 direct mail pieces printed
Date	May 22, 2009