

Anniversary Direct Mail Marketing Campaign

CHALLENGE

Greenlight Advertising was looking for an innovative way to market the one-year anniversary of their client, MGHerring Group's Uptown Village at Cedar Hill. Greenlight wanted to incorporate marketing the 5 restaurants in the premier shopping center and use a direct mailing approach. They wanted a design that would catch the eye of the recipient and an offer that would motivate customers to redeem the card.

SOLUTION

Greenlight chose to mail 10,000 Triadex Card Mailers for their direct mail campaign and send the card mailers to potential customers within 5 surrounding zip codes of Uptown Village with Household Incomes of \$100,000+. The card mailer is designed with a removable credit card sized card. Greenlight chose to use this removable card as a dining gift card. The offer they selected was \$25 toward any meal at the restaurants located in the shopping center. The cards were valid for approximately six weeks: from February 19th to March 31, 2009. On the back of the card, Greenlight included an invitation to register online and receive additional special offers in order to further build a marketing list.

RESULTS

- Within the six weeks that the customers had these cards, 27.05% of the cards were redeemed. (Greenlight previously used other direct mail pieces that have seen 12% redemption rates, so their bar was set high).
- Customers reported the card easy to use as they could simply detach the card from the mailer and place it in their wallets or purses.