

CASE STUDIES

Marilyn Monroe Prize Draw for MBA

A multi-channel B2B marketing campaign that used direct mail, press advertising, email marketing, social media, SMS text messaging and PURLs (personalised web pages).

This campaign was developed to showcase the variable-content capability of MBA's digital printing equipment.

The Prize Draw centred on a calendar containing picture clues on each month. Guess the name of this month's movie and win a prize.

Existing and prospective clients were invited to request a personalised calendar. They could choose from one of four film genres and further personalise the calendar with reminders of important dates.

Each Prize Draw entrant was given a personal web page (PURL) where they could enter their guess. Additional clues were available on Facebook and a bonus prize was offered via SMS text messaging.



The campaign's ambassador was Suzie Kennedy, a Marilyn Monroe look-a-like. She provided instant recognition, and an obvious movie link, across all marketing channels.

Acquisition Campaign		
Channel	Industry Std	MBA Prize Draw
Marketing Week, page advert	0.1%*	0.3%
Direct Mail to B2B prospects	1.65%**	4.67%

Post-acquisition Email			
Audience		Industry Std	MBA Prize Draw
Prospective customers	Open Rate	8.56%**	25.91%
	Click Rate	5.57%**	17.35%
Existing customers	Open Rate	14.92%**	10.40%
	Click Rate	9.356%**	35.71%

* Source: Periodical Publishers' Association ** Source: Direct Marketing Association



The campaign included adverts in Marketing Week, a personalised mail shot and email marketing.