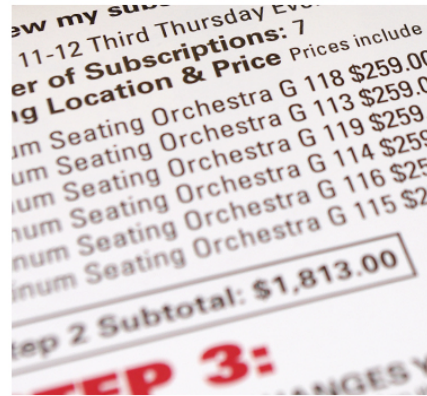


STANDING OVATION FOR PERSONALIZED DIRECT MAIL



FULTON THEATRE

OBJECTIVES

The Fulton Theatre wanted to experiment with personalization and variable data for their next direct mail promotion, the early bird renewal. The object was to encourage current subscribers to renew their subscription at last year's prices. Another goal was to get those that have donated in the past to increase their donation and those that have not donated in the past to consider donating.

SOLUTION

Working in conjunction with the marketing director and the new communications director for The Fulton Theatre, The Standard Group helped to develop a personalized direct mail campaign with targeted messaging to two separate groups, those that have donated in the past and those that have not donated. The first important element was in the design of the piece to clearly outline the five (5) steps to renewing their subscription. The second key element was to remove the friction to buy by providing all the necessary account, seating location, and pricing information for the subscribers to act, as well as clear call to actions. Besides the personal greeting, each piece was also personalized with the subscribers' account information, contact information, number of tickets, seating location, ticket price, donation

amount, suggested totals, and more. We also gave the subscribers options to add more tickets, change their seating location, or increase their donation amount, and multiple options for payment. And with clear and bold call to actions such as returning the entire form, calling a customer representative and paying by credit card, we made it simple for the subscribers to buy.

KEY BENEFITS

- Over 2468% ROI
- Got 60% renewal rate, received over \$661,000 in renewal subscription and donations
- Received over \$105k in one week
- 22% of subscribers increased their gift donations from last year
- Uplift in print quality and brand image
- Increased morale, since the job was sourced rather than done internally
- Reduced the amount of mailing errors
- Current play exceeded its sales goal because of extra attention paid to production by the staff rather than doing the mailing

PROJECT HIGHLIGHTS

DELIVERY

- Hi Res variable digital printing
- Direct mail strategy
- Direct mail execution

VARIABLE DATA

- Segmented message
- Subscriber information
- Account information
- Seating information
- Donation amount

TECHNOLOGY

- Variable Data Printing
- HP Indigo Digital Press
- Address Correction
- Match Mailing

“We are really happy with the variable project. It really did what we want it to do. This got us excited about the potential of direct mail with variable data. Open doors up to other things.”

- Barry Halvorson, Fulton Theatre

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