

CASE STUDY

The Results:

- 10.1% response rate via personal URL, exceeding goal by over 200%
- 4.9% event attendance rate
- Database of qualified leads expanded
- Increased registration and response rates through a second-touch strategy

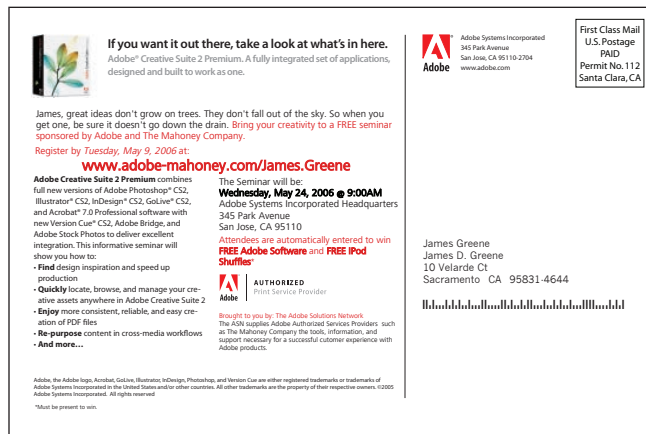
Tactics:

- Personalized 1:1 postcard
- Personal URL response site
- Personalized second-touch email
- Post-event survey

The Mahoney Company Partnering a New Solution

The Situation:

The Mahoney Company was expanding its presence in the 1:1 marketing field. Part of its growth strategy was to market its 1:1 solution to creative agencies and consultants that represent potential end-users.



If you want it out there, take a look at what's in here.
Adobe® Creative Suite 2 Premium. A fully integrated set of applications, designed and built to work as one.

James, great ideas don't grow on trees. They don't fall out of the sky. So when you get one, be sure it doesn't go down the drain. Bring your creativity to a FREE seminar sponsored by Adobe and The Mahoney Company.
Register by Tuesday, May 9, 2006 at:
www.adobe-mahoney.com/James.Greene

Adobe Creative Suite 2 Premium combines full new versions of Adobe Photoshop® CS2, Illustrator® CS2, InDesign® CS2, GoLive® CS2, and Acrobat® 7.0 Professional software with new Version Cue® CS2, Adobe Bridge, and Adobe Stock Photos to deliver excellent integration. This informative seminar will show you how to:

- Find design inspiration and speed up production
- Quickly locate, browse, and manage your creative assets anywhere in Adobe Creative Suite 2
- Enjoy more consistent, reliable, and easy creation of PDF files
- Re-purpose content in cross-media workflows
- And more...

The Seminar will be:
Wednesday, May 24, 2006 @ 9:00AM
Adobe Systems Incorporated Headquarters
345 Park Avenue
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Attendees are automatically entered to win **FREE Adobe Software and FREE iPod Shuffles!**

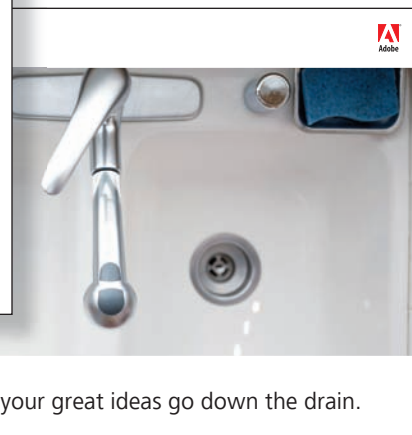
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James, don't let your great ideas go down the drain.

The Solution:

The Mahoney Company partnered with Adobe Software to run a campaign with two objectives: to introduce the Mahoney 1:1 Solution to the creative sub-market, and to invite the target market to an educational seminar about the Adobe Creative Suite 2 software, a valuable design and creative tool. The seminar, co-produced by Adobe and Mahoney, demonstrates Mahoney's ability to provide high-level support and expertise to its clients.

The seminar was marketed using a 1:1 multi-touch campaign. The initial contact was a highly personalized mailed invitation piece, aimed at getting past the gatekeepers and into the hands of the target audience. Once in the recipient's hands, the content led them to the next step – the personal URL website to register and learn more about the Mahoney Company.

The piece was supported by relevant and personalized email, online event registration and database enhancement. Together, the components of the campaign were designed to:

- Obtain a goal of 5% response
- Attract attendees to the seminar
- Expose target audience to personalized 1:1 marketing media
- Expose target audience to a personal URL site
- Qualify and provide sales team with leads to help drive new relationships
- Expand the profiled database for use in future marketing campaigns