

Campaign Summary

Mailed pieces

- Highly personalized packaging
- Thick, brown envelope and Mission verbiage (Agent Mahoney, urgent)
- Large envelope with small card driving recipient to purl
- Follow up post card

PURL

- Video with Mission Assignment
- Mission Dossier with links to collateral

Desired actions

- Visit John in person
- Return to PURL, review case study to uncover pass-phrase
- Email communication
- Return to PURL, review another case study, enter pass-phrase
- View current campaign results
- Claim reward in person

Touch recap

- Mailed pieces
- PURL
- Video
- Email communication
- Personal interaction
- Active response online
- Collateral material viewed
- Real campaign results viewed
- Multiple exposures to campaign slogan: Bloom by The Mahoney Company Increases and Proves ROI
- Lead notification

Mission Possible: Mahoney Proved It

When it comes to job security in the marketing industry, proving that your campaign works is almost as important as running it. The Mahoney Company launched the "Prove It" campaign to show DMA 07 conference attendees how they can use Bloom to generate outstanding ROI, and prove campaign results to their bosses and clients.

CASE STUDY

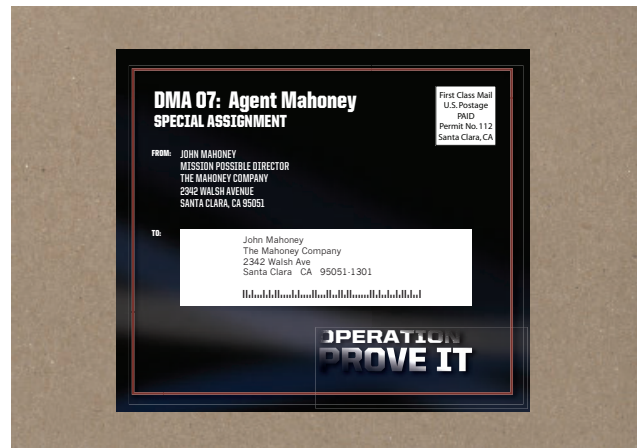
The Challenge:

The Mahoney Company wanted to do more than talk about its flagship marketing, Bloom, at the Direct Marketing Association's 2007 Annual Conference. They wanted conference attendees to experience how Bloom works, how it enhances their value to their companies. The sales department may close sales, but Mahoney wanted to show how a marketing exec proves it was his campaign that got the client to the table.

The Solution:

Mahoney launched Operation "Mission Possible: Prove It" using the Bloom platform. Prove It offered "Agents" (conference attendees) the opportunity to participate in a live Bloom campaign by following a short series of instructions.

A large brown envelope containing a small, personal card was delivered to attendees before the conference. The card drove recipients to a personal website (PURL), which contained a video of the "mission" assignment: Save your Job, Prove ROI.



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Agents were first asked to visit Mahoney’s President, John Mahoney, in person at the DMA conference. Information John gave them led to collateral on the PURL. Agents read the collateral, completed the desired action and received further instructions instantly by email. Ongoing dialogue led agents to the final action in the mission: to view a detailed report of current campaign results.

Throughout the campaign, agents in all stages of the mission received personal, relevant email with updates on the latest “mission intelligence” and the number of agents still in the hunt. When an agent completed the mission, both the agent and The Mahoney Company received an instant notification. Guerilla-style marketing during the conference encouraged participation.



The Results:

“Prove It” delivered results from a heavily-marketed conference audience. Twelve percent of the audience responded to the campaign. Thirty percent of those responding accepted the mission and of those, 24% took the desired action to complete the entire mission. Agents experienced a full range of Bloom’s capabilities, from connecting with the audience through multi-channels to tracking and reporting results. Agents were exposed to the message throughout the campaign: Bloom by The Mahoney Company Delivers and Proves Results.

Mahoney connected with conference attendees through a variety of “touches” including mailed pieces, online interaction, email, guerilla marketing, and personal contact. The campaign generated a buzz, and received attention throughout the conference.

This complex campaign was conceived, created, executed and completed in less than 6 weeks.