

Client: Veseys Seeds

Project Description

Veseys Seeds relies on Lowe-Martin to provide innovative ideas that will help them grow their business. In concert with Canada Post Corporation (CPC), Lowe-Martin presented Veseys Seeds with a Direct Mail campaign concept using CPC's Postal Code Targeting program. Using their data profiling software, CPC provided Lowe-Martin and Veseys Seeds with a Profile Report showing a demographic breakdown of Veseys Seeds existing customers by age, marital status, household structure, income, education and employment. Using that data, we identified "like customers" that Veseys Seeds was not doing business with in similar geographic regions. The report also highlighted a primary audience of prospects (aged 45 and older) and a secondary audience (aged 22 to 44) that would be focused on in the proposed campaign. From a large list of prospects provided by CPC, Veseys Seeds narrowed down the list to 30,000 households and created two design creatives – one for each prospect group. Veseys Seeds' Director of Marketing, John Barrett felt the proposed campaign had merit after diving into the Profile Report and realizing the benefit of such a targeted approach.

Challenge

The first challenge was to find the most cost-effective solution for finding new customers. Veseys Seeds had already learned that mailing out their annual catalogues unsolicited was far too expensive and provided little financial return. Lowe-Martin proposed mailing only 30,000 pieces to two very targeted audiences, similar to Veseys Seeds' current client base, which was more financially sound.

The second challenge was to determine, and connect with, the right target audience. Employing CPC's customer profiling software and their Postal Code Targeting program not only ensured that we could reach the right customer prospects, but that it was also financially viable.

The third challenge was to ensure client engagement and response. Lowe-Martin suggested Veseys Seeds include a free packet of seeds in each direct mail piece and the client agreed to the concept. Veseys Seeds also included an incentive offer of another free pack of seeds with a catalogue and tied it to a tracking codes.

Benefits & Solutions

In partnership with LM and CPC, Veseys Seeds was able to define a very select prospect list that captured their two most profitable customer groups.

Process

- Customer Profile Report from LM and CPC.
- Campaign concept presented to Veseys Seeds.
- Identification of two target audiences by demographic analysis and geographic location.
- LM provided a mock-up to Veseys Seeds showing the most cost-effective size, CPC free zones for ink-jetting & bar code, and seed packet location.
- Veseys Seeds provided creative and final art files.
- LM managed file prep, proofing, printing, tip-on of seed packets, data management, ink-jetting, clip sealing and mailing. Initially there were issues in automating due to the inconsistent thickness of the popcorn packages and cellophane plastic that wrapped the popcorn; we were able to perfect the placement with modification to the system.

Production Specifications

- Three panel roll fold, size 9 x 6 (18)
- Stock 10pt C1S, printed 4/4 process
- Tip-on of seed packets, score/fold, 3 clip seals

