



accuzip



Next Generation Innovative B2C Campaign Award Creative Brief – 2019

PROJECT NAME	Scratch Off to Win – The Sooner you Scratch the More you Save!
TARGET MARKET	Previous customers of Quality Plus Automotive
SERVICE MARKETED	Auto Repair and Maintenance Services

CAMPAIGN GOALS:

Tell us about your target audience, client or product needs, or other background information about the campaign in 250 words or less.

The target audience is a database of Quality Plus Automotive clients who have had their vehicles serviced at the Wake Forest or Raleigh, NC locations. The database of mail recipients contains their contact information, including name and address, make and model of vehicle they had serviced and a unique winning 5-character alphanumeric scratch off code. The goal is to get the mail recipient to retrieve the Postcard from their mailbox as quickly as possible, scratch off the remaining 5 codes, and finally enter it into a personalized landing page, thus revealing their winning offer with a call-to-action to contact the store location to schedule a service appointment. The time sensitive discounts creates urgency, by stating, "The sooner you scratch, the more you save!". This campaign entices the consumer to get to their mailbox to quickly after viewing the Informed Delivery® Ride-Along or get to the landing page quickly after viewing their mail piece to enter their scratch off code and receive the deepest discount, schedule a service appointment and sign up as a new user of Informed Delivery. The Informed Delivery pre-campaign analysis report noted that the list had an Informed Delivery Subscriber saturation of 16.65% so it was a prime list to target. The creative solution outlined below is all encompassing, thus creating a true Omni-channel user experience. This innovative campaign is expected to generate more consumer impressions, interactions and intrigue by sending the consumer a digital preview of the mail piece creating a sense of urgency to get them to their mailbox to retrieve the mail piece to scratch off and reveal 5-character code and enter on the landing page to reveal their discount. The Scratch Off to Win campaign creates significant urgency and excitement with an increased discount savings based on the time difference between the USPS® Logical Delivery Event and when the consumer clicks Confirm on the landing page. Based on the number of days between these two events, the consumer will receive a discount between 10% and 30%. We accomplish this by leveraging all campaign components and USPS tools available: Informed Delivery Daily Digest email, Interactive Ride-Along piece, dynamic landing page with personalized and variable text based on the individual code the consumer enters, usage of the Intelligent Mail Barcode® tracking and Informed Visibility® scan events and the final call to action to sign up for Informed Delivery if they were not already an Informed Delivery user. This campaign brings fun and enthusiasm back to the physical mailbox. It contains engagement with the mail piece at all levels using the Informed Delivery feature as an integral part of the messaging. Our Scratch Off to Win will result in the consumer having an unprecedented "Inbox to Mailbox" experience.

CREATIVE SOLUTION:

Tell us what you created to address the goals in 250 words or less.

The campaign creative components consisted of the following:

Personalized Direct Mail Postcard with Scratch Off area: The style and tone of the creative piece is fun, with a professional and bright look that uses cutting edge variable data and specialized foil printing technologies to print the 5-variable Scratch Off areas that creates significant urgency and requires that the consumer visits their mailbox to complete the all encompassing journey to receive the largest discount.

Informed Delivery Representative Image: Represents a preview of the front of the Postcard that the recipient will be receiving. The second spot in the scratcher area is scratched off as a visual 'teaser' showing the recipient that they need to scratch off the other 4 areas and enter their code to see what they won. After they enter the scratcher code, the landing page will display the number of days it took to enter the winning code, which based on the difference from the Logical Delivery Event and the local browser date and time, along with a map with directions from the consumers address to the closest Quality Plus Automotive location.

Informed Delivery Interactive Ride Along piece: Ride Along image displaying a mailbox in the background telling the recipient that the SOONER they get to their mailbox, scratch off their code and enter it into the personalized landing page, the more they save! This creates significant urgency to check their mailbox that day and every day until they get their personalized Postcard. Think of the person standing there waiting for the USPS delivery truck to arrive so they can get their Postcard, scratch off their code, enter it into the landing page to discover what they won.

2 versions of the Landing Page:

1st version (https://accuzip.iaccutrace.com/ra_scratcher/): Interactive landing page a user gets to from the Informed Delivery Daily Digest Preview email. Landing page utilizes Quality Plus Automotive brand guidelines and matches the Postcard and ride-along piece to create a cohesive and branded campaign experience. When an individual code from the scratch off is entered into the secure HTTP landing page, an API call is made to an internally hosted web server database of mail recipients and their individual winning scratch off codes. When the code is entered, the consumer experience is remarkably live and personal. It displays the consumers name and contact information, their make and model of vehicle, the amount they save (based on the time it took them to enter the code from the date the mail was delivered), the number of days elapsed since their mail piece was delivered (based on IV[®] Logical Delivery scan event) and their savings which increases the sooner to the delivery date that they enter the code. The IV Logical Delivery events are used to obtain the date and time stamp of the final delivery scan of the mail piece and compared to the date and time stamp obtained from the local web browser when the Confirm button is tapped or clicked. Using proprietary geocoding technologies, an interactive Google[®] Map is displayed with driving directions to the closest Quality Plus Automotive service center with contact information to call and schedule their service appointment and take advantage of the savings! The landing page is responsive and mobile friendly. In addition, to further promote Informed Delivery, the landing page displays a "Thank you for using Informed Delivery[®]" message. This further emphasizes the power of combining Informed Delivery and the interactions between the digital and physical mail experiences to bring a sense of excitement and urgency back to the mail experience.

2nd version of the landing page (<https://accuzip.iaccutrace.com/scratcher/>) A secondary landing page that is a mirror of the first but tracked separately as it is the landing page a mail recipient gets to when they Scan the QR Code or type in the URL that is on the physical mail piece. This allowed us to distinguish who went to the campaign via the Informed Delivery link or the physical mail piece. If the mail recipient went to the link from the physical mail piece, we then promoted Informed Delivery by including a "Sign Up for Free" link to the Informed Delivery website letting the mail recipient know that they could have been notified even sooner via an Informed Delivery Preview email that this time sensitive mail piece was on its way.

This creative and engaging mail campaign has all elements necessary to be recognized as the Next Generation Campaign Award™ Grand Champion Award. It combines innovation, technology, custom and advanced printing features, and personalization resulting in a digital and physical mail experience that utilized time and a sense of urgency to bring excitement back to the mailbox.

CAMPAIGN RESULTS:

How effective was the campaign? (This should include hard and soft results, such as ROI, revenue, lift vs. previous campaigns, learnings, etc.)

This client, Quality Plus Automotive had previously run 6 similar Informed Delivery Campaigns with AccuZIP so this is the 7th Informed Delivery Campaign for this client and service. Each prior campaign has been successful with a growing Informed Delivery user base. The pre-campaign analysis reports showed a 14% increase in Email-Enabled ID users from the 1st campaign to this campaign. The last campaign showed an Email Open Rate of 61.538% and a .512% Click Through Rate. With the historical data showing increasing Informed Delivery users campaign over campaign and with such a high click-through rate, we anticipate this campaign to be equally if not more successful. The pre-campaign analysis report for this campaign showed that there is a Subscriber Saturation of 16.65% and out of the 165 Informed Delivery Subscribers, 105 of them are Email Subscribers giving an Email Enrolled Saturation of 10.532%. This is a highly interactive digital Informed Delivery campaign and we expect the Click-Through rates to demonstrate that. We will need to analyze the final results and ROI after the results come in and the campaign completes. The soft results and historical Informed Delivery campaign data for this client indicate that the audience, service provided, offer and messaging are all aligned to profit from the success of the previous campaigns. Coupled with the cutting edge innovation of this new Award winning campaign we expect the results to exceed all expectations. The client is more excited now than ever about the USPS, mailing and Informed Delivery.

Pre-Campaign Analysis Report:

Pre-Campaign List Size	Eligible 11-digit Delivery Point ZIP Codes	Unique Eligible 11-digit Delivery Point ZIP Codes	# of Subscribers	Subscriber Saturation (%)	# of Email Enrolled Subscribers	Email Enrolled Saturation (%)
997	997	997	166	16.64994985	105	10.53159478

Campaign Components

Direct Mail Postcard Front:



AUTOMOTIVE SERVICE
quality PLUS

Over \$10,000 in savings offered!
Every card is a winner!!!

The sooner you scratch the more you save! Redeem 10%, 20% or 30% OFF NOW!

Hurry & Scratch Off!
Submit Your Code Online & Save!

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Direct Mail Postcard Back:



Quality Plus Automotive Service, Inc.
Providing honest, quality work that we stand behind!

Our staff is here to resolve all your vehicle's maintenance, service and repair needs.
Visit our website at qualityplusautomotive.com for services we offer.

Two Convenient Locations

Raleigh

3909 Commerce Park Dr #102
Raleigh, NC 27610-2774
919-231-6164

Wake Forest

1601 Heritage Commerce Ct.
Wake Forest, NC 27587-4245
919-453-0345

Scan the QR code with your cell phone or visit
the url below!



Visit <https://accuzip.laccutrace.com/scratcher> to enter your code TODAY!
The sooner you enter the code, the more you SAVE!

Hours of Operation

Monday - Thursday: 8:00 AM - 5:30 PM

Friday: 8:00 AM - 5:00 PM

Saturday & Sunday: Closed

*We close daily for lunch from 12:00 PM - 1:00 PM.

Mailed By:
AccuZIP Inc.
3216 El Camino Real
Atascadero CA 98422-2500

POSTAGE
CLEAR
ZONE



MAILING ADDRESS

Interactive Ride-Along piece:

A photograph showing a person's hand reaching into a silver mailbox to retrieve a yellow envelope. The mailbox is mounted on a post and has a red flag. The background is slightly blurred, showing a residential setting.

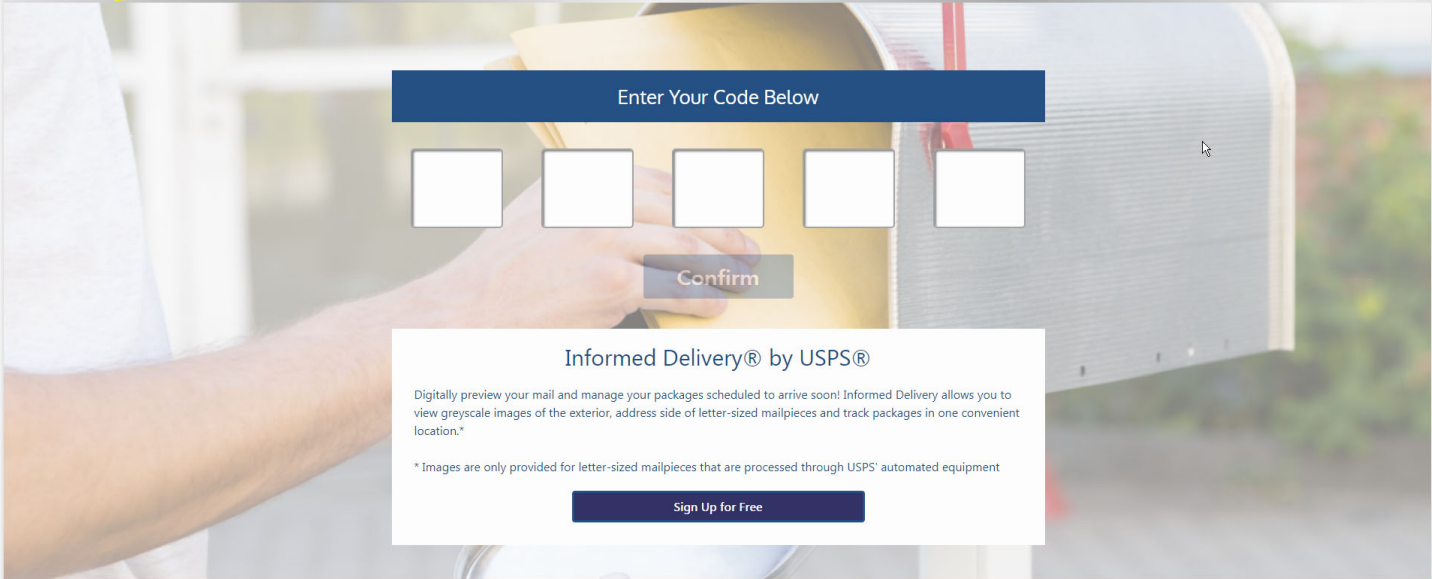

Quality Plus Automotive Service, Inc.
Get 10%, 20% or 30% in savings!
Time is Money - Scratch & Enter your Code!

TAP OR CLICK THIS IMAGE

Check your mailbox TODAY
Every card is a winner!!!

Landing Page 1:

<https://accuzip.iaccutrace.com/scratcher/>



Enter Your Code Below

Confirm



Informed Delivery® by USPS®

Digitally preview your mail and manage your packages scheduled to arrive soon! Informed Delivery allows you to view greyscale images of the exterior, address side of letter-sized mailpieces and track packages in one convenient location.*

* Images are only provided for letter-sized mailpieces that are processed through USPS' automated equipment

Sign Up for Free

Offers valid on services of \$100 or more. Maximum savings per Coupon Code of \$100. 30% off: receive 10% off (three) separate services. 20% off: receive 10% off (two) separate services. 10% off: receive 10% off (one) service. Offers cannot be combined together or with any other discount or offer. Must provide coupon code when scheduling the service and present email, printed winner offer or postcard at time of service to receive discount. Offer expires March 31, 2019.



YOU ARE A WINNER, KRISTEN!!!

Winning Scratch Off Code

XA006

Kristen McKiernan
1004 Hidden Manor Dr
Knightdale, NC 27545-5123

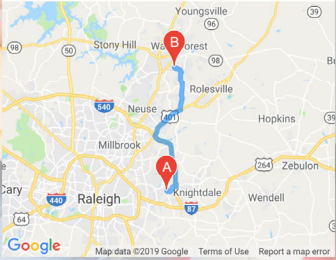
Congratulations! Your discount is

20%!

You entered your verification code on 02/07/2019,
which was only 2 day(s) after delivery!

Please bring your **Toyota Tacoma** here to claim your prize!

Quality Plus Automotive Service, Inc.
1601 Heritage Commerce Ct.
Wake Forest, NC 27587-4245

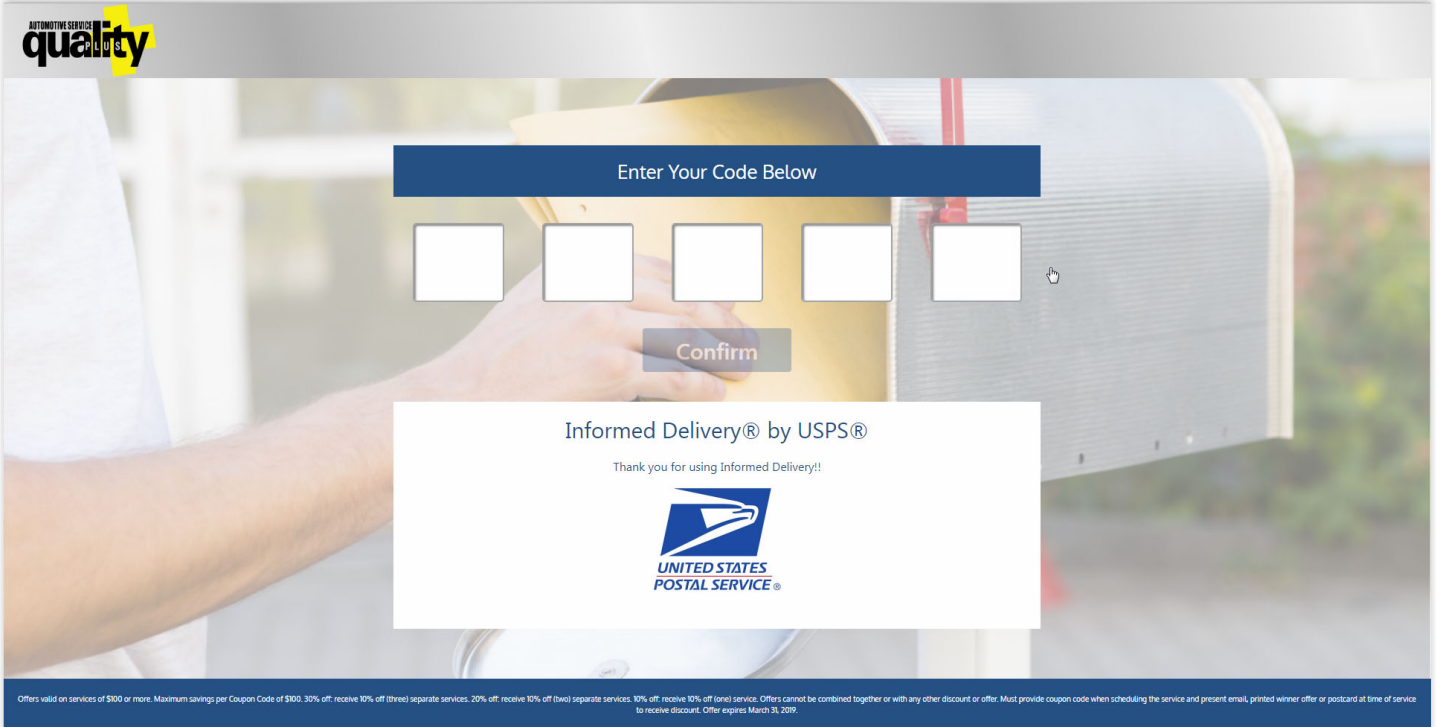


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Offers valid on services of \$100 or more. Maximum savings per Coupon Code of \$100. 30% off: receive 10% off (three) separate services. 20% off: receive 10% off (two) separate services. 10% off: receive 10% off (one) service. Offers cannot be combined together or with any other discount or offer. Must provide coupon code when scheduling the service and present email, printed winner offer or postcard at time of service to receive discount. Offer expires March 31, 2019.

Landing Page 2:

https://accuzip.iaccutrace.com/ra_scratcher/




AUTOMOTIVE SERVICES
quality

Enter Your Code Below

Confirm

Informed Delivery® by USPS®

Thank you for using Informed Delivery!!


UNITED STATES
POSTAL SERVICE®

Offers valid on services of \$100 or more. Maximum savings per Coupon Code of \$100. 30% off: receive 10% off (three) separate services. 20% off: receive 10% off (two) separate services. 10% off: receive 10% off (one) service. Offers cannot be combined together or with any other discount or offer. Must provide coupon code when scheduling the service and present email, printed winner offer or postcard at time of service to receive discount. Offer expires March 31, 2009.