



Creative

Boosting acquisition numbers with a segment-specific creative approach

The Client

Retail bank

The Challenge

Our client had traditionally taken a one-size-fits-all approach for home equity solicitations, using a standard business-size envelope and a single version of copy. As the bank moved to a segment-based marketing strategy, SIGMA was asked to re-engineer the entire creative approach for the bank's equity program, which involved:

- developing unique creative and copy versions specifically for each of the bank's desired segments;
- providing copy for both customers and prospects;
- improving the response rate over the existing generic direct mail package.

The Breakthrough

SIGMA developed several visually distinct mail pieces with customized copy that emphasized the benefits of an equity line of credit for each audience segment. Unique photos, envelopes and colors were chosen to further appeal and engage the various segments. A combination of pre-approved and invitation-to-apply offers was used and a portion of both the customer and prospect list received follow-up telemarketing calls.

The Win

- The client deemed the new creative packages a huge success.
- The invitation-to-apply offers proved more cost effective than the pre-approved offers.
- Telemarketing follow-up significantly increased the overall response rate.

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