

Project: Raincry Direct Mailer Builds Brand for Local Salon

Vertical Market: Retail

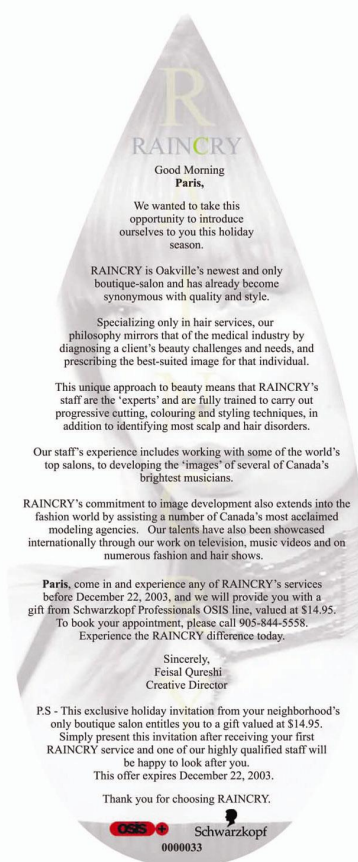
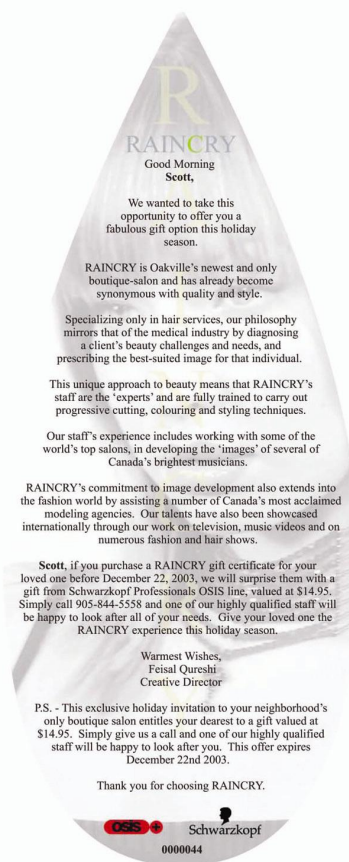
Business Application: Direct Marketing/ Traffic Generation

Program objectives:

- Strategically position salon and spa Raincry as an up-market choice
- Establish the Raincry brand as distinct from other salons

Significant results reported by user:

- Dramatically increased recognition of Raincry as a premiere choice in salons and spas
- Brought in hundreds of new customers
- Exceeded the client's expectations for response



VERTICAL	Retail
BUSINESS APPLICATION	Direct Marketing/Traffic Generation
CLIENT	Raincry, http://www.raincry.com Raincry is a boutique beauty salon and spa in Oakville, Ontario, one of Canada's wealthiest communities.
PRINT PROVIDER	Specialized Marking Systems, Ltd. (SMS), http://www.smsltd.com Based in Peterborough, Ontario, SMS provides creative, marketing and print-on-demand services in the metropolitan Toronto area.
HARDWARE	HP Digital Press (Indigo E-Pro)
SOFTWARE	Microsoft Excel, Adobe Illustrator, Quark Xpress
FINISHING	Die cutting outsourced, drying and fulfillment in-house
TARGET AUDIENCE	Women and men age 35-55 in Oakville, Ontario earning more than \$75,000 annually
DISTRIBUTION	Varies
DATE	Summer 2003
DESCRIPTION	<p>Raincry decided they wanted a new start to their marketing campaign. They tried a generic bulk mailer with little success. After learning about a fundraising campaign developed by SMS, Raincry's CEO Faisal Qureshi asked the company to develop a similar program for the salon.</p> <p>Raincry wanted to increase market awareness and penetration among women aged 35-55 and earning above \$75,000 annually who have an interest in health and beauty. Men in the same age and income brackets were also selected and included in the mailing.</p> <p>SMS designed a full-color mailer which was die-cut into the shape of a raindrop. The receiver's name was in the salutation and body text, and variable text based on gender appeared in the first, seventh and eighth paragraphs.</p> <p>The mailer that went to women suggested that they purchase salon services for themselves while the one for men suggested they purchase a service gift certificate for a loved one. Included in both packages was a time-limited offer for a free gift.</p> <p>SMS selected postal codes based on the desired demographics: age and disposable income in the local area. Qureshi points out that target direct mail relevant to the recipient saves money, while bulk direct mail requires high volume distribution, which can be expensive.</p> <p>The campaign exceeded the client's expectations. "I figured a one percent return from direct mail to be realistic," says Qureshi. Although response was not carefully tracked, Qureshi is certain that the response rate was well above one percent based on the number of customers who mentioned the piece.</p> <p>New customers continued to come to Raincry far beyond the anticipated scope of the campaign – even three months after the free offer expired. Qureshi is pleased, "Most importantly, we established the brand. Once customers start to come to us, they're very loyal."</p>