



CASE STUDY: Large Poultry Business Finds a Needle in the Haystack with Targeted One-to-One Postcard Campaign

THE CHALLENGE

Allen's, a Delaware-based provider of chicken products to stores and consumers, is one of the largest players in its industry. To stay ahead of the competition and maintain its good standing with consumers and business clients, the company must be able to maintain enough inventory of high quality chicken. Allen's greatest need is buying adequate amounts of corn to feed its chickens.

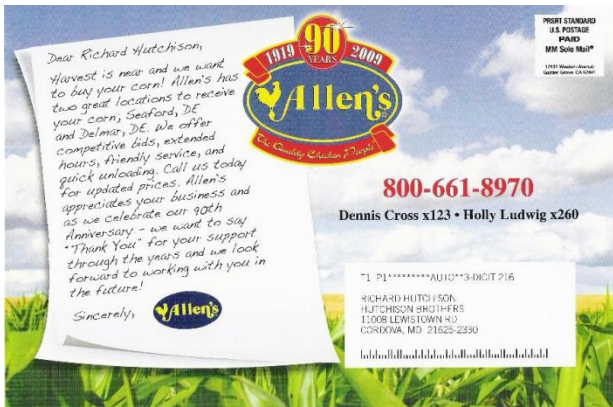
THE BOTTOM LINE

The company needed a way to remind its regular corn suppliers to continue selling to them, as well as develop more local suppliers. This was a specialized and unique need that required a one-to-one marketing effort that targeted a very specific group.

Only a few responses were needed for the campaign to be a success.

OUR APPROACH

As is often the case with a client who has a specialized need, the campaign required only a relatively few responses to make it successful. For Allen's, its most efficient and affordable option for corn is to purchase it from local corn suppliers. Money Mailer decided to target this group with a specially designed postcard.



Variable Print One-to-One Postcard

OUR SOLUTION

Taking advantage of some of its specialized data capabilities, Money Mailer developed a list of local corn farmers and ran the data against Allen's list of current suppliers to ensure that no duplicates were mailed. Because Delaware is a small market, the mailing consisted of only 360 postcards. The 6 by 9 inch postcard was printed on glossy paper and was designed using variable imaging to look like a personalized letter to each recipient.

THE REAL BOTTOM LINE

The campaign was successful, and Allen's was so pleased with the results that they decided Money Mailer should coordinate a second mailing during the next corn harvest. The company also retained the services of Money Mailer of Delmarva's artist to develop a new logo and national print campaign.

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"The fact that we were able to meet the client's goals and received additional business was a boon for our business. For Allen's, the importance of finding a new supplier was so crucial that they turned to Money Mailer to design a creative one-to-one program. They knew our service and figured we'd be able to connect them with the right audience."

Susan McMullen, Owner
Money Mailer of Delmarva, DE

