



CASE STUDY: Valpak® Proprietary Advertising Standards

Valpak recommended creative dramatically increases campaign results.



MARKETING OBJECTIVE

To determine if applying Valpak direct mail design standards to an existing campaign would increase consumer response.

TEST STRATEGY

- Use a creative comparison test to measure response rates for the mailings which were redesigned by Valpak against those supplied by ARS Service Express (ARS) during the test period.
- Compare the consumer response rates and cost per respondent for the redesigned layouts from Valpak against the ARS design across the test markets.

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▲ AFTER DESIGN CHANGES

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FREE Sewer Camera Inspection****

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▲ CLIENT SUPPLIED DESIGN

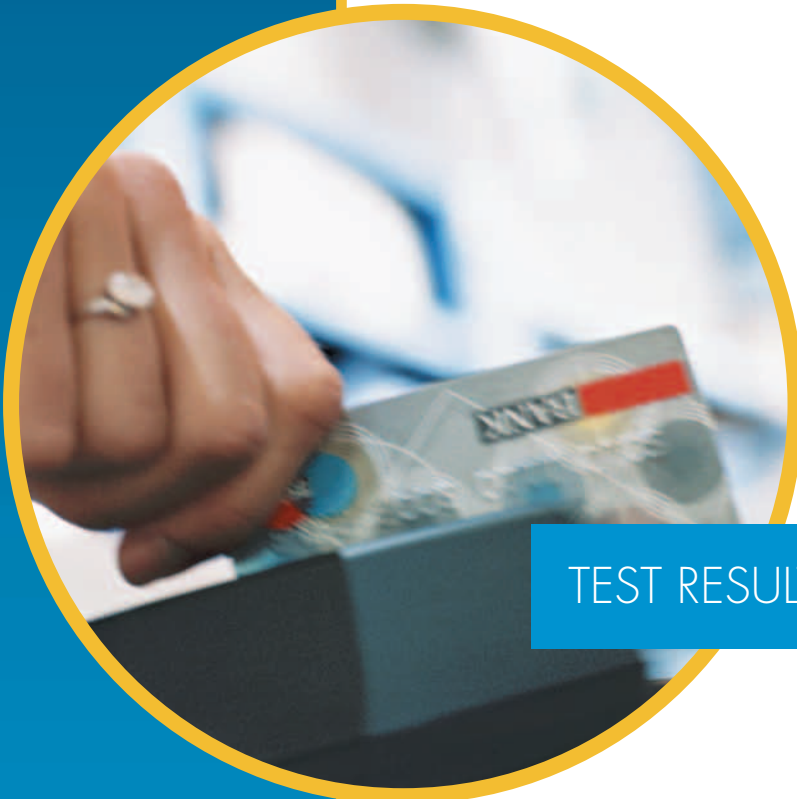
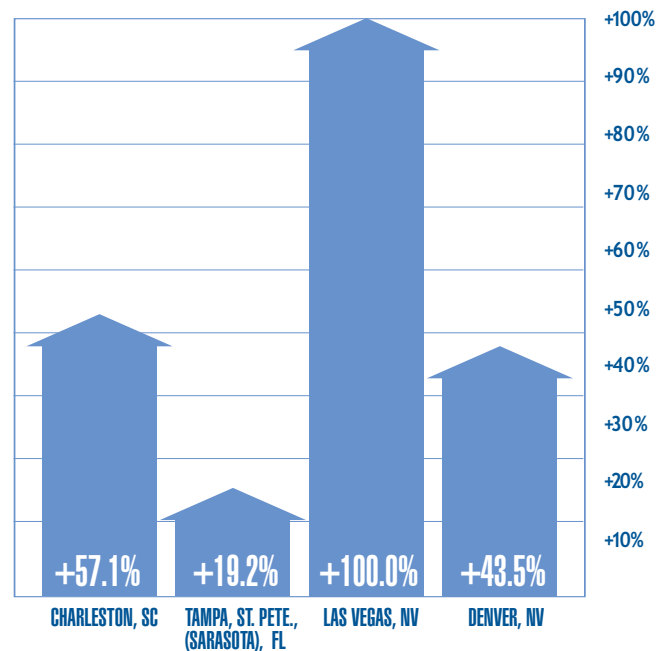


THE VALPAK CAMPAIGN

- One million pieces were mailed to four test markets (Charleston, SC; Denver, CO; Las Vegas, NV and Tampa-St. Petersburg, FL) in February 2005. All offers carried an expiration date of March 15, 2005.
- A printer's mix distribution method was used to ensure a 50:50 split between the redesigned Valpak creative and the ARS creative within each Neighborhood Trade Area® (NTA®), and that none of the NTAs received duplicate versions.
- There were three offers on each of the ARS pieces and four offers on each of the pieces which were redesigned by Valpak. Offers were versioned depending upon the market.
- Test results were reported directly to ARS based on a specific promotional phone number unique to each creative execution.

CONCLUSIONS

The test results clearly showed that the Valpak recommendations were instrumental in motivating consumers to respond in greater numbers to the ARS offers. When the Valpak recommended layout and design standards are applied consistently to their Valpak inserts, advertisers are likely to experience increased consumer response.



TEST RESULTS

- The mailings redesigned by Valpak generated 54% more responses than the original designs across all four test markets.
- The highest lift in response rate was recorded by the Las Vegas market with 100% more redemptions when compared to the creative supplied by ARS.
- The increased consumer response generated by the offers redesigned by Valpak resulted in a cost savings of 35% per respondent.