



MARKETING OBJECTIVE:

A marketing test was developed to measure whether Valpak design enhancements to a Virginia Air Duct advertisement would affect consumer response.

The original VA Air Duct piece, featuring multiple services on a single insert, was redesigned to more clearly advertise the services offered on two separate inserts.

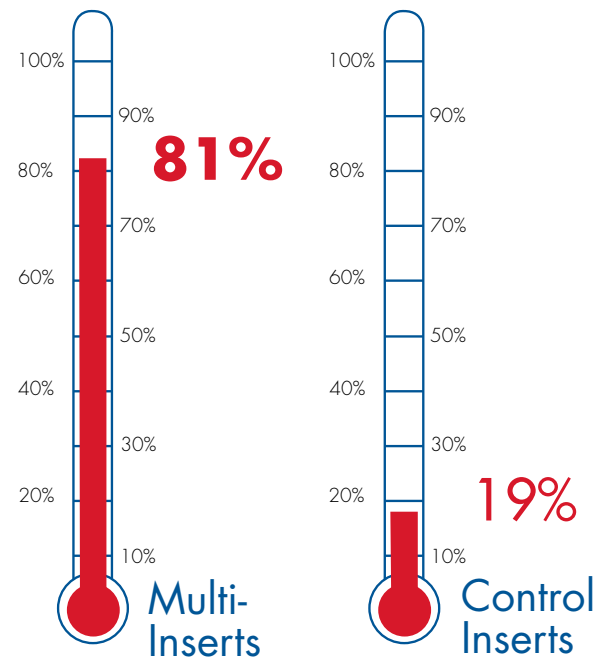
One insert was dedicated to Heating, Ventilation, and Air Conditioning (HVAC).

One insert was dedicated to Air Duct Cleaning.

TEST RESULTS

- 81% of redemptions came from the multi-inserts; 19% came from the (single) control insert.
- 68% of leads came from the multi-inserts; 32% came from the control insert.
- 61% of redemptions came from the \$20 off any service call offer.
- The cost per lead for the new, multi-insert design was 26% lower than the cost per lead for the control insert.

REDEMPTIONS BY FORMAT





Original Control Piece



Multi-Insert Split Piece 1



Multi-Insert Split Piece 2

CAMPAIGN ELEMENTS

- A total of 360,000 households were mailed two times.
- Half of the households were mailed the control insert, a single VA Air Duct piece that combined both HVAC and Air Duct Cleaning offers.
- The other half of households were mailed two inserts redesigned by Valpak to separate the offers (by service type).
- The two groups of mailed homes were balanced for these factors; % owner occupied, % single family dwelling, median household income, and age of home.
- Leads were captured by call-tracking software. Sales were collected and reported by the client.

CONCLUSION

The test results show that Valpak successfully increased response rate and lowered cost per lead by using a multiple insert strategy that clearly communicated the offers by service type. The success that came from redesigning the control insert into two independent inserts, showed that ad layout and messaging can positively impact response and sales.

The test also indicated a strong service offer significantly impacts results.

“Valpak was able to reach our customers more efficiently with a redesign of our ad. We captured very positive sales results in the market test thanks to Valpak’s ad design research and overall expertise in the direct mail industry.”

VA Air Duct representative