

# PODi CASE STUDY

## HERE IS YOUR NEAREST EDEKA

DEUTSCHLANDCARD SHOWS THE WAY TO COLLECT POINTS



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## HERE IS YOUR NEAREST EDEKA

**VERTICAL MARKET:** Retail

**BUSINESS APPLICATION:** Direct Mail

### BUSINESS OBJECTIVES

Very high-volume mass direct mail to millions of recipients often has very low response rates because they are not personalized and do not appeal enough to the interests of the recipients. DeutschlandCard GmbH, one of Germany's largest multi-partner loyalty programs with 20 million members, and its partner, EDEKA AG & Co. KG, wanted to improve response by creating a personalized mailer that would be eye-catching and interesting.

They worked with their production partners, Arvato Mail & Document Solutions, to personalize a selection of their regular mass mailings whilst still using their existing high-volume mailing infrastructure. To achieve their objective, Arvato engaged the support of locr GmbH, a specialist geomarketing service provider.

locr's solution enabled the individual mailers to be personalized with the directions for each recipient to their nearest EDEKA store. The campaign objectives, together with high volume and cost efficiency involved, required that:

- Production could be fulfilled on the usual high-speed color inkjet presses
- The data requirements had to be minimal
- The creative design should have high impact and be individually relevant

### RESULTS

The campaign gained the attention of the CEO of DeutschlandCard, Markus Lessing, who explained how this mailer fulfilled their marketing objectives:

- *"Recipients usually only remember information that is closely aligned with their interests. At the same time, mailings must be unique in order to stand out from the sea of advertising messages"*

This was the first time that DeutschlandCard had used personalized maps in their direct mail marketing, but after discovering how much attention they attracted, DeutschlandCard and Arvato went on to commission locr to provide personalized maps in many further projects.

### CAMPAIGN ARCHITECTURE

The normal format for a DeutschlandCard EDEKA mailer is a two-sided folded A4 sheet in an envelope. The creative team at Arvato used this format, but exploited the size to the maximum effect by including on one side a large personalized map.

The map shows the individual route from the recipient's home location marked by a house icon in EDEKA's brand colors to an EDEKA store. The headline message is "Here is your nearest EDEKA".



The only data that Arvato needed to give locr were the addresses of all the recipients and the EDEKA stores. locr's geomarketing system worked out the nearest EDEKA store for each recipient together with the distance and driving time to it. This information was added back into the recipient data file so that each mailer could also be personalized with the message, "Your <local store name and address> is only <X> km or <Y> minutes away by car".

Each mailer also included two DeutschlandCard coupons to cut out and redeem in store. The incentive to use them was that they offered 5 and 10 times more points rewarded for purchases in store.

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## REASONS FOR SUCCESS

The major reason for the success of this campaign is its simplicity. All that was needed to personalize the visual and message in a very direct and relevant way was the address data.

- The maps filled most of an A4 area to maximize their visual impact.
- Each map contained highly relevant information in terms of the shortest driving route to the nearest store and used the EDEKA brand logo and colors to highlight it.
- The primary campaign message, “Do you know how close your EDEKA store is?” was reinforced in the body text with the actual distance and drive time to it for each recipient.

Jörg Schneppenheim, Executive Board Member of Arvato Mail & Document Solutions, summarized why personalized maps worked so well for this campaign:

- *“A map containing personalized directions immediately catches the eye and awakens the curiosity of the recipient; it is therefore the perfect addition to an individual customer approach”*

<b>CLIENT</b>	<b>DeutschlandCard GmbH</b> <a href="http://www.deutschlandcard.de">www.deutschlandcard.de</a>
<b>PRINT PROVIDER &amp; AGENCY</b>	<b>Arvato Mail &amp; Document Solutions</b> <a href="http://www.bertelsmann.com">www.bertelsmann.com</a>
<b>HARDWARE</b>	Canon Océ Jetstream
<b>SOFTWARE</b>	locr, GMC Inspire
<b>TARGET AUDIENCE</b>	Household consumers within vicinity of selected stores
<b>DISTRIBUTION</b>	100,000
<b>DATE</b>	Summer 2012