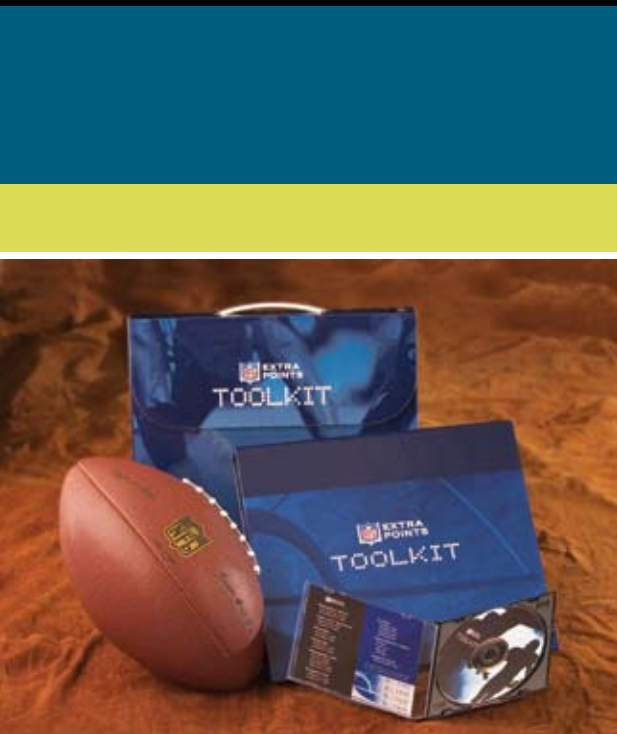




ROI Case Studies

The National Football League

Extra Points™ Toolkit



Situation

Comprised of 32 teams, the NFL is America's premier professional sports league. ROI was the Washington Redskins' agency for direct and online marketing and was introduced to the NFL's marketing team by the Redskins. **ROI was subsequently selected by the NFL to create, produce and deploy all media for the release and promotion of its new, Extra Points™ rewards credit card.**

Marketing Mission

The first-ever, sports-related rewards credit card, Extra Points™ is a cobranded product of the NFL and Visa®. Fans are able to acquire either a Visa® card bearing their favorite team's logo or the logo shield of the NFL. Using that card, the fans acquire points (one per dollar spent) for every purchase, and then are able to redeem accumulated points for NFL- and team- related experiences (trips with the team to away games, invitations to private event with players and alums, Super Bowl tickets, etc.) and merchandise (autographed jerseys, balls, helmets, etc.).

ROI's mission was to create a comprehensive, “promotion in a box” for Extra Points™ marketing, effectively providing every team with customizable on- and offline media and information including anything and everything needed to promote Extra Points™ and acquire cardholders within each respective team's broad marketplace.

Solution

ROI responded with the award-winning Extra Points™ Toolkit. In it are completely customizable (by team), digital and print-ready materials needed to educate and sell prospects. Media includes “take one” credit card applications, direct mail (a range of letters on designed letterhead, postcards and other direct mail), newspaper ads, radio scripts, telemarketing voice blast scripts and an HTML-coded email.

All media was provided in a binder with complete instructions and production tips and two CD-ROMs carrying all art files for all jobs, making production of any or all the media as much of a hassle-free, “no brainer” for the teams as possible.

Results

Per our client at the NFL, the Extra Points™ card program launch was a “mind-blowing success.” In the program's first six months, more than 80,000 new cardholders were acquired by the individual teams, and some 20,000 new cardholders were acquired by the NFL. The program continues to drive exceptional response and income.



ROI Case Studies

Cystic Fibrosis Foundation

Using bullz-i™

Situation

The mission of the Cystic Fibrosis Foundation (CFF) is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease. A primary focus of CFF is fundraising to support research into the causes of and cures for the disease.

Target Audience

Past/current donors on CFF's mailing list; donors/non-donors who had opted-in on the CFF.org website

Marketing Mission

CFF retained bullz-i™ to help it transition the value of its offline contact list of more than 200,000 individuals to the greater efficiency and effectiveness of communicating and soliciting donations online. The bullz-i™ mission was to:

- Help CFF accurately append individual email addresses to a significant percentage of its off-line mailing list
- Create and test a range of online creative executions able to inform recipients about CFF's ongoing efforts and to solicit donations online

Solution

Through our relationships with the nation's top list vendors, we developed a unique process – a multi-pass append – able to precisely generate the highest possible percentage of current, individual, email addresses from a land address list. Step one for CFF was to pass some 200,000 of its “best donor” land addresses through the append process, a three-day process. When it was finished, the process yielded more than 40,000 current email addresses for reaching CFF donors more efficiently and effectively online, rather than through hardcopy direct mail.

bullz-i™ then created and launched six different CFF email campaigns. While the creative executions differed, all made an emotional appeal for donations to fund critically needed research, and all campaigns included links directly to the CFF online donations page. The six executions were developed not only to test the effectiveness of different formats, messaging and visuals, but also to measure the response from different segments of the CFF database, such as patients, doctors, online donors, memorial donors, etc.

Results

The email campaigns were sent to approximately 18,000 recipients in the heart of the holiday season. The open rate was 46%, extraordinary even for an online communication from a recognized sender. And from those emails, over \$22,000 was raised within four days of deployment. Further, CFF's average donation by mail for CFF was \$15. This online fundraising campaign delivered an average donation amount of \$160.





ROI Case Studies

TLC Laser Eye Centers

Lasik Select to I-Fusion



Situation

In August, 2005 TLC Vision, North America's leading provider of Lasik eye surgery, engaged ROI to research, negotiate and place a combination of print, radio and online marketing for a six-market rollout of their new, value-oriented retail division, Lasik Select. This was a test effort for the company, based on the desire to gauge the value of moving from a purely business-to-business approach (doctors referring patients to TLC for vision correction surgery) to an all-out, business-to-consumer, value-driven approach.

TLC selected medium and small markets (Huntsville, Roanoke, Greensboro, Des Moines, Colorado Springs and Little Rock) for this test, based on media budgets. In the meantime, TLC continued operating 124 TLC Laser Eye Centers nationwide.

The Lasik Select test media, which began in January 2005 and continued until April 2006, was a total success.

Immediately, TLC prepared to launch the 'real' new business model, renamed as "I-Fusion." It was designed to meld the established TLC Laser Eye Centers with the value-priced, Lasik Select concept – providing high quality, high-touch Lasik procedures at varying price points so that more consumers could take advantage of this procedure.

ROI was chosen out of the three advertising agencies working with TLC on various projects as the media agency of record, charged with researching, planning, negotiating and placing the advertising campaign in 28 markets across the United States.

Solution

With the goal of efficiently and effectively placing media in 28 diverse, U.S. marketplaces, ROI's first step was to identify and profile the target consumer, demographically and psychographically. The highly-respected Claritas Research Group was contracted to take the data that TLC had collected on past Lasik patients and create a composite, target customer. ROI worked closely with Claritas to develop that profile. We then took it a step further, identifying similar characteristics of consumers in each market and pairing them together, resulting in eight very distinct 'target consumer clusters.' ROI then hired Claritas to run media habit profiling on each of these cluster groups, resulting in a blueprint enabling us to take media habits/cluster and develop custom media plans for each group, plans which then would be layered on top of the respective target markets.



ROI Case Studies

TLC Laser Eye Centers

Lasik Select to I-Fusion (cont.)



The drilldown was very specific for each medium: Radio, by format; newspaper by section; TV by topic or daypart; cable TV by network and magazine by topic.

TLC's Board approved the I-Fusion media strategy and plans and ROI was given an initial budget of \$8.5 million net dollars.

In each market's media plan, we allocated (held back) 10% of the budget in an 'opportunity fund,' so that emerging promotions and other new considerations could, if desired, be engaged during the course of the campaign, without having to spend dollars outside those budgeted. Due to the importance of maintaining a high degree of local awareness within the community, ROI researched and incorporated a range of promotional events and community sponsorship opportunities in each one of the 28 initial I-Fusion markets.

Results

By-market reports received weekly from TLC's regional marketing directors weekly indicated that the phones were ringing and the website hits for appointments increased 37%. More importantly, a preponderance of the appointments that were made were kept, and the number of surgeries performed increased by more than 23%.

According to our primary contact at TLC:

"We were very pleased with ROI's pre-planning details as well as their market buy implementation. Their overall market direction and well thought out plans assisted my department and the entire organization in understanding the details of the extensive media plans."

— Daniel Bailey, (former) VP/Marketing, TLC Vision

TLC's Rita Del Rey said:

"We came to ROI to test direct-to-consumer advertising in a few markets with limited budgets. Thanks to your 'out of the box' thinking, creativity in planning and negotiation skills, you stretched our dollars ensuring the success of our test. The added value opportunities you arm-wrestled for on our behalf set the standard. The Chicago promotion has become legendary throughout the company, putting the North Central region on the map."

"As a result of the test, we have changed our model and are now implementing the program in over 30 markets. Our company is bucking the industry's decline and we're seeing double-digit growth in all of our centers. Our good fortune is directly linked to the results you produced."

— Rita Del Rey, North Central Regional Marketing Manager, TLC Vision



ROI Case Studies

Ourisman Automotive of Virginia

Overall Marketing Campaign



Situation

Headquartered in Alexandria, VA, the Virginia branch of the Ourisman Automotive organization is comprised of five dealership locations with multiple product lines – two Toyota/Scion dealerships, Ford, Lincoln, Mercury, Chrysler, Jeep, Dodge and Kia. Ourisman is one of the nation's 25 largest dealer families, and ROI has been the group's agency of record since 1988.

Target Audience

Ford, Lincoln, Mercury, Chrysler, Jeep and Dodge – Adults 25–54, within a 15-mile radius of each dealership, specifically targeting those customers who historically prefer purchasing domestic cars and trucks. Toyota/Scion and Kia – Adults 25–49, within a 15-mile radius of each dealership, specifically targeting those customers who have preferred purchasing import cars and trucks.

Marketing Mission

ROI was retained to provide comprehensive strategic planning, marketing, media and account management services to create a differentiated, signature Ourisman (VA) look to the consumer advertising. The advertising had to have an overall Ourisman VA brand consistency across all its dealership marketing programs, yet still had to allow each dealership to maintain its own distinctive identity. Since it is the responsibility of the national automotive manufacturers to sell the actual product lines, ROI's mission was and is to focus on driving awareness and branding of – and traffic to – the dealership's themselves and the unique or special customer benefits and services they provide at the time of, and after the purchase of, a vehicle.

Solution

ROI developed a branded TV campaign focused on a softer, credibility-based sell message for each dealership. In each spot, the principal spokespersons were identifiable management representatives discussing the benefits of their dealership in an honest, no-nonsense, “non-screaming” approach. Some were even done in distinctive, non-traditional locations (Toyota, in the Tazee 29 Diner), to visually and distinctively brand the dealership and its message. This was supported by radio, print and direct mail advertising that mirrored the look and core messages of the TV campaigns. Each dealership program runs consistently two to three weeks each month, 10 months each year.

Results

Ourisman has continued to experience annual, total units sales growth at a minimum of 8%–12% per year. Even during the recession of 2008, they have maintained their market share (15%) in one of the most competitive automotive markets in the nation.



ROI Case Studies

Mervis Diamond Importers

Overall Marketing Campaign



Situation

Headquartered in Greater Washington D.C. with locations in Tysons Corner, Virginia; Chevy Chase, Maryland; Rockville, Maryland and downtown D.C., Mervis Diamond Importers (MDI) has been the region's preeminent diamond retailer for more than a quarter-century. Mervis also markets directly to potential clients in Baltimore, Frederick, Richmond and Fredericksburg. Mervis specializes exclusively in diamonds, and drives new and repeat business by focusing on delivering the highest levels of customer service and customer education and saturation-level advertising in key, mass media. ROI has been Mervis' agency of record since Fall 2002.

Target Audience

Mervis' target audience is adults 25–54, with an emphasis on younger, “engagement-ready” men 25–34, in the Washington D.C. metro area. The D.C. market accounts for some 80% of Mervis' annual business, with the balance derived from the outer markets.

Within its overall primary target audience, Mervis' sales promotion media addresses two main groups:

- Young men 25–34 looking for engagement rings
- More established, high income buyers 35–54 who are inclined to spend over \$100,000 per year on diamond jewelry

Both segments are addressed by emphasizing and increasing an already established, marketplace brand awareness with higher media frequency and more efficient media targeting in this very competitive retail environment.

Marketing Mission

ROI was given a budget that was to focus primarily on radio advertising in three major markets (D.C., Baltimore, Richmond) and two sub-markets (Frederick and Fredericksburg), with a goal of increasing Mervis' very established business by 10% within the next two years. That meant we needed to analyze how the business was generated by market and where new business potential lay, then redistribute the media spend appropriately to get the maximum ROI in revenue. Another objective was to develop a minimum of 15% in added-value media bonus weight and bonus promotions each year to enhance the initial MDI annual media spend.



ROI Case Studies

Mervis Diamond Importers

Overall Marketing Campaign (cont.)



Solution

In ROI's first year with Mervis, by tracking and analyzing DMA sales from the previous year, we were able to focus Mervis' media spend more proportionately and more effectively in those media markets that produced the highest dollar revenues. ROI also reduced the weaker markets' media profiles without reducing Mervis' visibility and sales productivity, by concentrating media buys in those markets on fewer stations that proved most dominant and efficient against the target audiences.

Each successive year to date, ROI has continued to revise and refine the Mervis media budget and strategy through market research, strategic analysis of media productivity reports and sales tracking. And, every year ROI has expanded MDI's annual budget with extensive added-value bonus airtime and promotional commitments with all radio media that Mervis commits an annual budget. In this way, ROI has maintained Mervis Diamond Importer's dominance in market share of voice.

Results

During our first year with Mervis, the company enjoyed a sharp increase over the previous year's sales and beyond our "reach goals", without spending any more annually than in the previous three years. In successive years, Mervis has enjoyed similar sales increases and bottom line results.

And, even in this most recent recession period, Mervis has still maintained its dominant market share as the pre-eminent diamond jeweler in the D.C. market.

Each year, ROI has also exceeded its 15% Mervis added-value objectives, attaining between 20% to 30% in both promotional commitments as well as multiple weeks of bonus airtime.

Although Mervis also spends some sales promotion dollars in print and on their website, by consistently focusing their marketing budget primarily in one medium – radio – Ronnie Mervis has successfully branded himself and Mervis Diamond Importers as the most visible, most dominant and most successful diamond retailer in the region.



ROI Case Studies

TeleGea

Branding A Hi-Tech Startup



Situation

Headquartered in the Boston Area, TeleGea was in 2000 a “first mover” software manufacturer. TeleGea’s new e-business platform, Emporium™, was the first of its kind enabling telecom services to be sold, delivered and managed online, in real time.

Target Audience

Senior purchasing decision makers and influencers at Tier One Telecom companies, including CEOs, COOs, CFOs, CTO’s, Senior VPs of Marketing

Marketing Mission

ROI was retained to provide comprehensive marketing communications services (strategic brand positioning, advertising, media, public relations and marketing events) to create a signature, differentiated, global leadership position for TeleGea in its space.

Solution

Based on a comprehensive marketing/branding plan created by ROI, a powerful, multimedia branding campaign – focused on TeleGea as telecom’s new “cyber-bridge” to e-business success) – was devised and launched online and offline (in telecom industry trade pubs and key business/financial print media, including the *Wall Street Journal* and the *Washington and Boston Business Journals*). Parallel support was created and implemented in broad PR efforts (targeting the media and industry analysts), trade events and powerful collateral and sales support materials.

Results

TeleGea credited the consistency, impact and power of the marketing program and materials created by ROI as major factors in its initial successes. The company was acquired in 2005 by Ensim Corporation, a global leader in automation software and hosted VOIP services.



ROI Case Studies

The National Republican Senatorial Committee (NRSC)

Using bullz-i™

Situation

NRSC's mission is to support Republican candidates' elections to the United States Senate. NRSC's membership is comprised of all Republican members of the Senate.

Each week, NRSC's Chair sends a weekly online "Chairman's Report" to nearly two million NRSC contacts. Other departments (Marketing, Finance, Communications and Political) also regularly send various forms of communications, primarily fundraising in nature to some or all of that audience. In October 2004 alone, bullz-i™ sent nearly 100 individual email campaigns – and a total of some 20 million emails – for the NRSC in support of 15 senate races around the country, plus voter targeted messages and donations solicitations from other Republican leaders, including President Bush and Rudy Giuliani. These online campaigns netted donations of well over a half million dollars for their senatorial candidates.

Target Audience

NRSC has been a bullz-i™ client since January 2004. We were retained to help increase the volume, efficiency, effectiveness and versatility of NRSC online communications and the volume of its online donations. Two separate email appends stewarded by bullz-i™ increased NRSC's emailing list from 400,000 to nearly 1.8 million active contacts, segmented by issues of interest, donations histories and other relevant criteria. Target audience for the campaign referenced in this case study was that entire list.

Marketing Mission

In Summer 2004, the NRSC charged ROI's bullz-i™ online division with creating, deploying, tracking and reporting on The Republican Party Platform Committee Survey. In July, The RNC announced that Senator Bill Frist would serve as Chairman of the 2004 Platform Committee for the Republican National Convention. Their goal was to survey the opinions and positions of some 500,000 Republicans from across the country.

Solution

Our creative team designed two surveys – an in-depth multi-page survey that was sent to Senator Frist's VOLPAC (Volunteer Political Action Committee) database of more than 100,000 Republicans. Another, shorter version of the same survey was sent to almost a quarter million records in the NRSC database.

The response far exceeded expectations. Nearly 16,000 responded (more than a 15% response rate) to the VOLPAC survey, and some 24,000 to the NRSC survey. The survey recipients were asked to choose their most important issue out of ten selections. The top three choices were (in order) National & Homeland Security, Economic Growth and Values Issues. The survey and the response were considered huge successes for the Republican Platform Planning Committee.

