Make a Statement That Makes an Impression.

Go ahead. Play up your passion.

How we convinced a paper check business they were actually in the expression business.

We set out to determine the most effective ways for Deluxe to gain incremental revenue and maximize check business with their customers. The target audience was quite broad – essentially anybody who opened a checking account or had an account but were considered plain check or "blue safety" users, predominately female, 35+ in age, \$40,000 in annual income, and well educated.

A comprehensive test and control structure was developed to measure the impact of limiting ~ and in some cases eliminating completely ~ the involvement of the FI to up-sell check designs and related product to the end customer.



Testing to drive to specific ordering channels was also incorporated into the plan. (Research showed that approximately 25% of customers were likely to be up-sold or cross-sold via a VRU channel.) The test matrix was comprised of a combination of direct mail and in-package test cells including variables such as creative, offers and production formats.

Industries:

Financial Services

Services:

- Campaign Strategy
- Creative Development and Execution
- Reporting and Analytics

Results:

- A \$2 million marketing investment netted a whopping \$23 million in incremental revenue:
 - 74% of customers are moving to premium designs (25% control)
 - → 55% of customers are ordering through a phone order channel (2% control)
 - 9% of customers are purchasing additional product other than checks (0.4% control)
 - 27% of customers are purchasing check enhancements such as symbols, monograms and special lettering (11% control)
 - Average orders through the new VRU phone channel increased dramatically from \$14.95 to \$89.

GARRITANO GROUP

Execution:

The agency decided the best opportunity for success out of the gate was to develop a classic 9x12 direct mail package for the test program. Check box catalog and poster inserts were also developed. Applying the

learning from the research, the strategic thinking around the creative focused on the customers' lack of knowledge of the choices available to them for check designs and additional product enhancements.

Garritano Group presented the client with eight unique creative

concepts based on the completed research. Ultimately, the theme "Play Up Your Passion" was selected. We believed it created the strongest connection between a customer choosing check designs to express who they really are and Deluxe having the check and product variety to make that happen.

Sample Test Matrix Overview

Test Cell D/E:

All creative elements were in-package promotions, functioning as enhanced, response-driven "in-the-box" re-order options. Direct Mail and Catalog

Objectives:

- Measure the impact of "focused" promotional inserts in-package
- Measure the impact of harder working order forms
- Determine how format impacts propensity for additional product purchases
- Test the effectiveness of offers on purchase behavior

TARGET	TEST CELL	CELL SIZE	FORMAT	OFFER
Check Re-Order Customer	D1	10,000	Check Box Insert	Free book light with completed re-order form
Check Re-Order Customer	D2	10,000	Check Box Insert	Premium leather checkbook cover promotion
Check Re-Order Customer	D4	10,000	Mini Catalog	Upgrade (\$4.99/box for any upgrade design)
Check Re-Order Customer	E1	10,000	In-Box Poster	N/A - format test

This is just one example of several of the test matrices developed for this program.

.

. . .

Grow. Smarter.

• • • • • • • • • •

305 Minnetonka Ave S, Suite 200 • Wayzata, MN 55391 • Main: 612.333.3775 • Fax: 612.333.3778 www.GarritanoGroup.com

.