



Cyan Design Gets Smart and Personal.

Cyan Design, a manufacturer and importer of Home Décor products, opened a new showroom in the Las Vegas World Market. As a relatively new company Cyan needed to make a splash at the Las Vegas World Market in Las Vegas 2008. Cyan's sales are driven by Rep Agencies. These agencies are effective at servicing large corporate customers while smaller mom & pop customers do not get the same amount of attention or service. TFG will use the results of the campaign as a jump start to growing an email marketing list that can reach out to these customers.

Cyan Design's desire to draw attendees to their brand new showroom; grow an email database; and increase their brand awareness led to the creation of this personalized cross-media campaign.

TFG

planetfowler.com

The Fowler Group

(TFG) is a provider of CROSS MEDIA marketing communications campaigns supported by a unique combination of:

1. creative design
2. intelligently applied technologies
3. strategic marketing planning
4. production capabilities
5. tracking and analysis

making TFG the complete solutions provider from research/content creation to production/tracking results. Thus, transmitting a personalized message to our clients' customers across traditional and new media while maintaining a consistent brand.

TFG ORANGE PAPER



Campaign Objectives

The Cyan Smart Car Campaign Objectives

The purpose of the project?

- a. Increase traffic to Cyan Design new Las Vegas Showroom.
- b. Acquire new customers.
- c. Test the effectiveness of mailing a catalog to prospects. How many orders can be generated by a pre-show promotion to new customers?
- d. Start collecting email addresses for future campaigns.
- e. Create a buzz and awareness among attendees.
- f. Increase awareness of the Cyan Design brand.

The audience for the campaign:

- a. Registered Home Décor buyers of the 2007 Las Vegas World Market
- b. Registered Home Décor buyers of the 2008 Las Vegas World Market
- c. Registered Home Décor buyers located in the Western United States.
- d. Non-Cyan Design customers

How is this project unique?

Using new personalization technologies, the Cyan campaign delivered personalized Direct Mail (DM) to the audience with a link to a Personalized URL (pURL). Recipients were invited to pre-register to win a 2008 SMART car with an extra online incentive of a \$1500 Gas card. Registrants were then added to an email database and follow-up emails were sent out every month until the event date.

Why does this project deserve more attention from this audience?

Traditionally, event attendees are bombarded by vendors before a show. Cyan Design needed a campaign that would stand out from the other messages. Since Cyan offers an outstanding product line to customers of all size, the campaign was crucial to introducing Cyan to a whole new set of buyers. Including a 300+ page catalog in the mailing, plus a chance to win a SMART car made Cyan difficult to ignore.

Tracking

The components of the campaign were carefully tracked to evaluate the return on marketing investment. TFG created a Web page through which the responses to the campaign and visits to the Cyan Design Web site could be tracked in Real-time. Each response was tracked to the recipient and the mailing that generated the response. Every order that was placed as a result of the catalog mailing was tagged with a marketing code within Cyan Design's database.



Expertly Personalized

Each recipient's name was printed on their appropriate state license plate.

Campaign Components

The List

A list of registered attendees was purchased each of the 3 months leading up to the show. TFG cleansed the list of existing customers and attendees that did not fit the audience.

Die-Cut brochure and Catalog with offer

TFG created a personalized brochure that was die-cut to the shape of the SMART car. Each recipient's name was printed on their appropriate state license plate. Inside the brochure two offers were made:

1. place a \$500 minimum order by July 26 and receive free freight on your order
2. register online for the SMART car giveaway and receive a bonus chance to win a \$1,500 Gas card.

The brochure was carefully placed on the cover of Cyan Design's 300+ page catalog. Inside the catalog TFG inserted a personalized letter from Cyan's Sales Director along with an order form to facilitate the order. The catalog was placed in a padded envelope with a customized mailing label that was barcoded for maximum postage discounts. The catalog mailer was sent out every month before the show.

Registration pURL

TFG drove recipients to their personalized web site via a pURL. (www.cyanvegas.com/Tom-Fowler) Personalized images and scripts were created for each visitor. These micro-sites contained the registration form for the SMART car giveaway, additional facts about the Las Vegas Market and the necessary legal information.

Personalized Email

Registrants for the SMART car were sent a "Thank You for Entering" email that contained more marketing messages about Cyan. Each month leading up to the show, the responders were sent a personalized email with information about Cyan; reminders about the giveaway; and specific product links to the Web site to track which categories the registrants were interested in.

Non-Responder Postcard

In the final month before the show, TFG sent a final direct mail postcard to everyone in the database that had not responded to the previous mailings. This mailing gave attendees one last chance to pre-register for the SMART car.

SMART car

A SMART car was strategically placed outside the World Market with supporting signage to generate buzz and direct attendees to the showroom.



WORLD MARKET CENTER - LAS VEGAS
July 28 - August 1, 2008

Michael,

Thank you for entering

Look for more information about this show and the '08 Smart Car giveaway coming to you soon.

IMPORTANT: You'll need to check-in, get your ticket and place it in the official giveaway hopper at the Cyan Design Showroom (C707) by 12 pm on July 31, 2008 to complete your contest entry.



Personalized Email

Each month leading up to the show, the responders were sent a personalized email with information about Cyan; reminders about the giveaway; and specific product links to the Web site to track which categories the registrants were interested in.



Want to see everything Cyan Design has to offer? Click on a category below to view:

- Artifacts
- Baskets
- Birdcages
- Bookends
- Bowls
- Candleholders
- Furniture
- Garden Accessories
- Hearth Accessories
- Lighting
- Magazine Stands
- Mirrors
- Objects
- Pedestals
- Planters
- Plates
- Sculptures
- Spheres
- Tableware
- Trays
- Urns
- Vases
- Wall Art
- Wall Pockets
- Wall Shelves
- Wine Caddies



When you place an order at Market, we feel your need for speed. That's why Cyan Design sees to it that almost all of our Market orders arrive at our customers' doors even before they return from their buying expedition. We have exceptional fill ratios, in the high 90s, and in most cases your order will ship in 24 hours or less. That's how we roll. Call us with your first order of \$500 or more and we'll ship it with **FREE FREIGHT!** To qualify, your order must be placed by 5pm on Friday, July 25, 2008. For more information about this offer or to order your first shipment, please contact our courteous customer service at 1-888-371-3072



Looking for Information about the Vegas Market?

The world's fastest growing integrated home and hospitality contract furnishings showroom and trade complex will celebrate the opening of Building C and its 2.1 million square feet of premium showroom space in conjunction with Summer Market. The introduction of the state-of-the-art facility will add hundreds of exhibiting companies to the complex and, for the first time, allow every exhibitor and buyer to experience the Market exclusively on World Market Center Las Vegas' ultra-modern, 57-acre campus. [Click here for more...](#)



Cyan Design | 201 Railhead Road Fort Worth, TX 76106 | 1.888.371.3072 | fax 1.888.371.3073 | info@cyandesign.biz

This email was sent by: Cyan Design
201 Railhead Rd Ft. Worth, TX 76106 USA

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [One-Click Unsubscribe](#)

Results

5.09% RESPONDED by viewing their Web page.

4.26% of the 6386 from Mailing#1
2007 List of Las Vegas World Market Attendees

9.97% of the 742 from Mailing#2
Confirmed 2008 Registrants

6.69% of the 1032 from Mailing#3
Confirmed 2008 Registrants

4.06% REGISTERED for the Giveaway.

3.46% of the 6386 from Mailing#1
2007 List of Las Vegas World Market Attendees

8.49% of the 742 from Mailing#2
Confirmed 2008 Registrants

4.55% of the 1032 from Mailing#3
Confirmed 2008 Registrants

Valid Email Addresses

331 pre-show
2000 from show

Pre-show Orders \$82,000

In response to the mailing of the catalog, 65+ new customers were added resulting in pre-show phone sales of \$78,000+

Trade Show Orders Increased 1427%

It's not a typo. This was an incredible show for Cyan. There are many contributing factors to this success and the Smart Car campaign was one of them.

DURATION

The campaign concept development started in March of 2008. The first piece of the campaign was mailed in May. July 28, 2008 was the start date for the show.

THE FOWLER GROUP

6100 W. Poly Webb Rd.
Arlington, TX 76016
Planetfowler.com
866.478.5890

FOR MORE INFO:

Carla Anglin
carla@TFGmail.com
or
Terra Freeman
terra@TFGmail.com