

Case Study

Non-Profit Organization



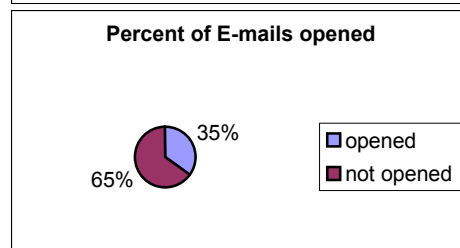
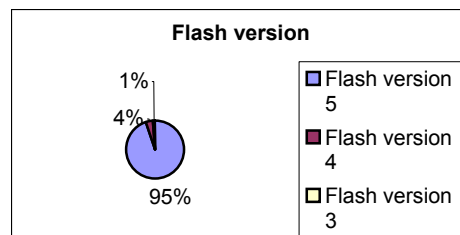
The purpose of this campaign was to build excitement and awareness for the annual fund raising event for this organization. Flash as well as on demand streaming media were used to advertise this event.

Campaign Characteristics

Over the course of this campaign 1300 e-mails were sent out promoting the event. All the media for the promotion was provided by the organization with minor adjustments made by our engineering team. It had some multimedia as well as an image that could be viewed 360 degrees by the user. The non-profit organization had thousands of e-mail addresses, which they wanted to break into several groups. The client could easily decide which promotional messages were sent to each group. There were six groups ranging from sponsors to volunteers and artists. Items tracked during this job were:

- Forward to a friend
- Operating system
- Whether or not the message was opened
- Bandwidth
- Media player
- Flash version and
- Browser type

All information was relevant to the multimedia campaign.



Results/Benefits

Response to the campaign was very positive. Our operation resulted in a 35% open rate, which is significantly higher than would be expected using fliers or postcards through standard mail. Traditional mail would not have been trackable, and our clients would not have known if their message had been received. The message was also forwarded on to a 130 additional people. Most users were on a windows operating system using Windows Media Player and Internet Explorer as their web browser, a perfect fit for delivering our client's campaign.

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