

'Grass Roots' Creativity Drives Customer Satisfaction

Project: Farmlands Store Card
Business Sector: Marketing
Business Application: Members 'Welcome' Pack

Auckland DM Agency justONE realised the importance of delivering targeted mailings to the customers of their client, Farmlands.

Looking at the wealth of information and data that they could incorporate in the mailpiece they decided that they needed a flexible platform like XMPie to deliver a targeted, relevant pack, tailored to each individual.

Images relating to a recipient's industry segment strengthened the connection between Farmlands and their business, while including their name in the visuals of the local Farmlands store supported the proposition that it's 'Your Farmlands'.



Farmlands is one of New Zealand’s largest retailers of farm supplies and services, and operates 40 stores throughout the North Island. In addition, Farmlands offers a store card product which provides their customers with discounts at third party retailers all over the country, from small local retailers to national chain stores. These get charged to their account.

THE CHALLENGE

Farmlands customers—farmers and ‘townies’ who do a bit of farming—actually join as ‘shareholders’ and receive a new Farmlands store card as part of their shareholding. There’s a lot of information to communicate, and traditional printing techniques meant that the opportunity for a highly relevant communication reflecting farm type and local stores they could shop at, was difficult to communicate except in the most basic way.

In addition, people join all the time but in low volumes which means that traditional fulfillment methods focused on ease and simplicity, meaning a very generic pack. They weren’t really treated as special, or shareholders.

THE SOLUTION

Excited by the possibilities of XMPie, justONE reviewed what could be done to bring a highly tailored pack to each and every joining shareholder. With the capability to tailor visuals to an audience, they were able to deliver to 21 segments representing different farm types. This means for example that those involved in viticulture get images of vines and grapes, those in dairy of cow herds, and those in pig farming a selection of fine porkers.



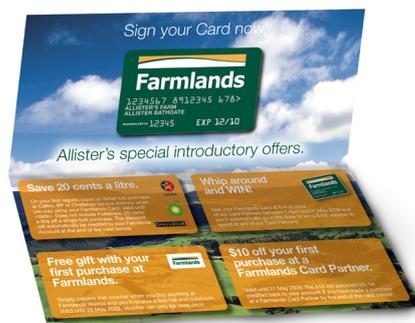
In addition, regional information was used to tailor the display of stores where the Farmlands card can be used—meaning that a store ‘just down the road’ was displayed, not an irrelevant one hundreds of kilometers away.

The pack had a welcome from their local store manager too, again driven out of the data. Finally, using XMPie they were able to put the recipient’s name ‘above the door’ (or on the sign anyway)

THE RESULTS

The project is on-going, but justONE reports that production has been smooth working with their VDP Certified Partner, and they’ve been able to dispatch packs weekly to many shareholders.

Early analytics indicate that use of Farmlands card in the first flush of the relationship is higher than the benchmark, and that additional services are being upsold too. As a result, other projects using cross-media personalisation have begun.



Client	Farmlands
Creative Agency 	justONE is a 1-1 relationship marketing agency that integrates through the line. They specialise in CRM, loyalty and database strategy, create cracking direct marketing (DM and eDM) and online campaigns as well as being up to play with social networking. They also integrate multi media campaigns including TV, Print and Outdoor.
VDP Provider 	Mailshop are recognised as experts in their field for their ability to co-ordinate, plan and process the more complex and multi-faceted direct marketing campaigns. With an impressive track record in the execution of one-to-one communications, Mailshop draw from their passion for DM and their broad base of experience, to execute VDP campaigns with precision.
Hardware	Fuji Xerox DocuColor 8000 Digital Colour Press
Software	XMPie uDirect Premier
Target Audience	Farmlands' Clients
Date Executed	Live ongoing campaign