

CASE STUDY

Sony: Establish VAIO Notebook PC into SMB Campaign

At a glance

- Fully integrated product launch and direct marketing campaign
- Kudos handled every aspect of the campaign from planning to delivery
- 37% positive response rate

The Background

At the time this project was undertaken, Sony was the fastest growing company in the worldwide IT market having gone from nowhere to 4th largest in the US market in just 3 years. In the UK Sony VAIO notebooks had taken the retail and SOHO markets by storm despite strong competition from traditional vendors such as HP, Toshiba, IBM and Dell, particularly in the corporate marketplace. Kudos was engaged by Sony to help establish VAIO in the SMB sector of the corporate market because of our in depth knowledge of the mobile computing, wireless and security arenas and proven direct marketing expertise. The TR1 campaign was Kudos' second major direct marketing project for Sony and built on the success of the SRX51 campaign which was highly successful delivering a 37% positive response rate.

The Sony TR1 is a small and light sub-notebook PC that was designed for ultra mobility and connectivity. Aimed at small-business/sales people who are on the road, or on the move, who need to connect either: from their office – using Ethernet, from corporate offices - using WLAN, remotely - by Bluetooth/GPRS/GSM or 56k analogue modem.



The Requirement

The brief was to design and deploy an integrated direct marketing campaign which would:

- Raise awareness of Sony VAIO TR1MP notebook PC within the target market
- Build understanding concerning the acceptance of wireless technology in Sony's target market
- Communicate the benefits of wireless mobility within our target market segments
- Generate qualified sales opportunities for the Sony corporate sales team and their distributors
- Continue the CRM database-building process initiated with the previous SRX51 campaign

The Solution

Kudos produced a strategic marketing report to defined the campaign, researched and defined targeting, created all messaging, designed and produced all collateral from direct mail through e-broadcast to telemarketing scripts and managed all elements of the campaign. Detailed reporting was produced for performance measurement purposes and to support the ongoing marketing plan. The campaign components were as follows:

Database: Consisted of 10,000 senior IT decision makers at small to medium sized UK Limited companies. Data was selected from a combination of client data and a fully market researched database including full contact details and personal opt-in e-mail addresses.

Direct Mail Campaign: 6 page mailer and letter to the whole of the 10,000 database.

E-mail Campaign: The Campaign used a highly personalised plain text e-mail with links to a landing page

containing product information and a survey focussed on the needs of small to medium sized businesses in relation to wireless computing. The e-mail was sent to the whole of the database following initial trial broadcasts to small sub-sets to test response rates. The campaign was highly professional in its execution with strict compliance to legislative requirements as well as Sony's own code of conduct relating to data capture, usage and storage. Detailed real-time monitoring and reporting of the campaign as it unfolded was possible through a dedicated Kudos web portal.

Telemarketing: A target database was selected from our core data and telemarketing was used to establish contact, explain the key features and benefits of the product and Sony wireless capabilities generally.

Incentives: As a reward for entering the online survey, respondents were entered into a free prize draw with a first prize of a VAIO TR1MP and two runner-up prizes of top-of-the-range Sony CLIE PDAs. Entry to the competition was also possible by responding to the direct mail or telemarketing activity. A "Sony Business Guide to the Wireless World" was written and produced by Kudos as an additional incentive for those buyers within our target market that wanted an overview of wireless connectivity in small/medium sized businesses.

Follow-up Packs: Follow-up packs consisting of a letter, product brochure designed to resemble the TR1MP notebook in size and shape and the "Business Guide to the Wireless World" all contained within an embossed slip cover were created to send out in response to any enquiry or request for information.

The Result

The campaign exceeded all of Sony's expectations particularly in terms of response rate and coverage with an overall positive response rate of 37%. The quality of leads obtained was excellent as was the feedback from prospects. The online wireless survey has given Sony a comprehensive understanding of the market for wireless connected mobile products which is contributing greatly to the future marketing of Sony's VAIO and CLIE products.

Direct Mail campaign: 10,000 mailers sent out
200 replies sent back (2%)

E-mail campaign: 9928 e-mails sent out
8046 reached destination
1070 recipients clicked the link to view TR1MP information (13.3%)
264 information requests (3.3%)
888 completed and returned the survey (11%)

Telemarketing: 1171 Decision-maker Contacts made
52 Qualified Leads (4.44%)
380 Information requests (32.45%)
432 Overall positive outcomes (36.89%)

Notes

A lead is defined as a contact who has a specific requirement and would like to speak to a Sony representative.

An Information Request is a contact who has expressed genuine interest in the product, has requested an information pack and on whom we have obtained additional information.

