



**TO HELP PROVIDE
FOR A CHILD'S
FUTURE, GO JUMP!**

Witan's 'Jump' Child Savings Plan has been one of the jewels in the company's crown. And as SUSANNAH LOW, Group Account Director, Tangible, explains, with some joined-up thinking, a recent direct marketing campaign helped the firm exceed targets.

THE CHALLENGE

Witan Investment Trust launched the successful Child Savings Plan 'Jump' in 2001, developing a solid customer base of 17,000 accounts. Despite this evident success, some trends soon became apparent: nearly two-thirds of account holders were dormant, investing nothing into the accounts held for their children past an initial lump sum. The third who were not dormant were investing a reasonable amount on a regular basis, however few had increased their monthly payment since opening their account.

For Witan, this presented an opportunity to augment the investment stream and led to the inception of a 'Jump' back-to-school direct mail campaign, with two key objectives:

ROLE MODEL: MARKETING SERVED WITH A TWIST

1. To encourage 1% of existing 'dormant' or 'lump sum investors' to create a monthly direct debit.
2. To increase the average direct debit investment by at least £25 per month.

If these goals were achieved, over the next five years, Witan would see substantial growth in new investment, equivalent to an increase of 5% in total monthly investment. Working with their appointed agency, Tangible, they set about achieving these goals.

THE STRATEGY

The decision was to create a Jump direct mail pack, utilising the following:

Insight: Jump's marketing insight and creative strategy reflect the real way that parents and children communicate, giving a very wry and honest portrayal of this relationship. It also treats the important but often dry subject of saving with a little bit of irreverence, with a distinctive, tongue-in-cheek sense of humour. This approach resonates with the target audience who tend to be more sophisticated investors.

A second layer of insight underpinned the campaign's strategy – the fact that there's no stronger motivator for a parent than giving their children the best possible start in life. Building on this, Witan used Jump's unique style to deliver a powerfully emotive message, encouraging parents to consider making a change that would mean a small difference to them, but a big difference to their children in the future.

The direct mail pack was designed to communicate with as many existing database consumers as possible in a personalised way. Postal details were held for all database records, and investors were accustomed to being communicated with regularly via this channel. Past research had also shown that, when investing for children, parents (and grandparents) preferred tangible materials to read through and retain, as opposed to e-communications or web-based information with advice.

Impact: The mail pack was timed to land at the beginning of September, the start of a new academic year and the springboard for many parents to think about their children's savings (particularly those saving for education/university tuition fees).

Return on investment (ROI): The pack was a simple design, using an A5 format

to achieve maximum cost efficiency – keeping production and postage costs to a minimum for better final ROI. The creative execution delivered the cut-through required for engagement and response.

THE EXECUTION

The direct mail pack was sent to 10,000 Jump investors, with separate, tailored mailings for lump sum investors and direct debit investors.

Style: The communications led with Jump's characteristically quirky photography and cheeky headline, instantly engaging the investor with Jump's familiar and humorous creative style.

Message: Within the pack, the emotionally compelling message and call to action were powerfully delivered. A postcard within the pack applied Jump's humorous 'emotional blackmail' to reinforce that only a small change in behaviour was required.

To balance the emotion and humour, the postcard also substantiated the proposed action with rational reasons to believe – targeting consumers with an aggressively focused direct marketing piece. It supplied parents (and grandparents) with the figures/potential rewards to motivate them to part with more cash on a monthly basis.

Response facilitation: The pack made it simple and easy for people to act, with pre-populated application forms and a freepost BRE, helping to avoid any drop-off, after initial interest.

Incentive: To elicit immediate action and increase conversion levels, the pack was incentivised with a £25 John Lewis voucher. The voucher's value matched the smallest recommended direct debit monthly payment – applying an element of psychology, creating the perception of receiving the first month's payment back. An equivalent incentive had been a strong influencer in previous communications.

PROOF THAT IT WORKED

The campaign results were based on quantitative measures, including:

Measures of success:

- The total number of new direct debits set up by investors mailed within three months of receiving the pack.
- The increase to the monthly investment amount (£) across all existing direct debit

investors, three months after receiving the pack vs. investment levels before the summer direct mail activity.

And...? Success!

- The first measure showed more than double the target figure of dormant, lump sum investors converted to the direct debit option.
- The second measure showed that approx. 4% of regular investors increased their direct debit by an average of £43 per month vs. the target of £25 per month.

THE PACK BECAME THE FIRM'S GREATEST PIECE OF DIRECT MARKETING TO DATE.

Ultimately, these results generated just under double the total additional investment targeted per month.

This equated to a conversion rate of 6.4%, and a 50:1 return on investment (provided the average direct debit runs for five years) – making the mailer the most cost-effective piece of marketing to date for Witan.

VALUE ADDED

The mailer didn't only exceed expectations, break targets and become the greatest piece of marketing for Witan.

The strategy had many greater benefits too. If the pack continued to convert at these rates, the projected next five years would see an unprecedented rise of investments into 'Jump'.

The campaign also:

- helped define Jump's marketing strategy
- measured investor loyalty, commitment and value of Jump's client base
- showed a greater value in Jump's database than was previously thought
- confirmed the value of regular communication to investors
- confirmed that traditional direct marketing works wonders when executed in a brand-congruent manner. ■

