

NETTING NEW CUSTOMERS

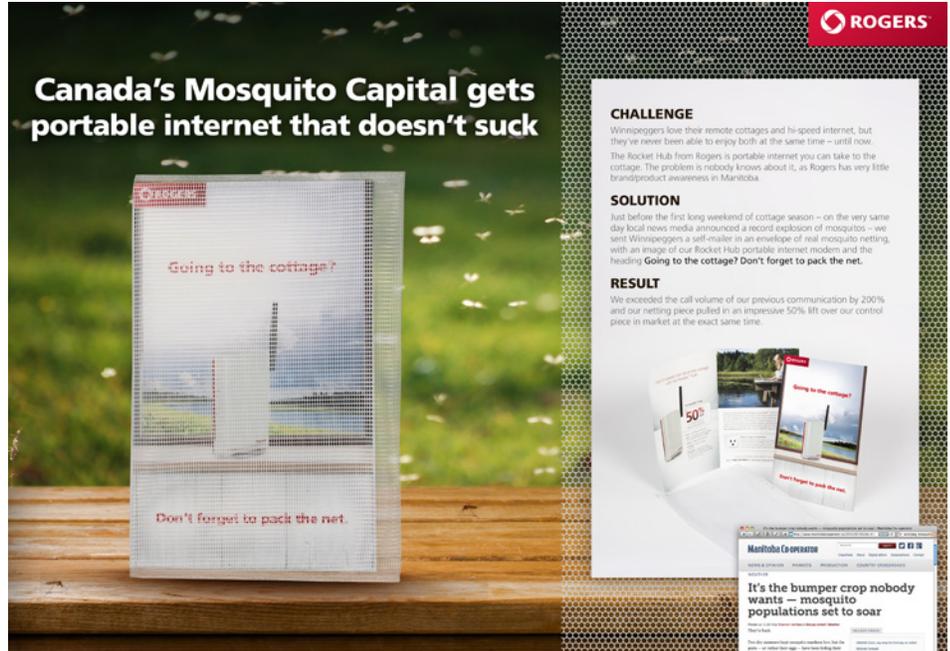
Rogers brings two seemingly unrelated issues together to net new customers.

So here are the facts. Per capita, Winnipeg has the most cottage owners in Canada. They also love their internet. But they can't enjoy both at the same time, since cottage country is too remote for traditional connectivity. Another interesting fact about the region is that it is known as the mosquito capital of Canada, (Winnipeggers often refer to mosquitos as their provincial bird). Mosquitos keep cottagers indoors, and without internet that can make them feel trapped.

The Rogers Rocket Hub offered a great solution for wireless hi-speed internet, but there was very little awareness of either the brand or the product among cottagers. To tackle both problems, Rogers targeted Winnipeggers with direct mail just before the first long weekend of cottage season to emphasize what a long season it could be if kept indoors without reliable internet. Coincidentally, on the day of the mail drop, local media also reported a record explosion of mosquitos in the province.

When cottagers received a self-mailer wrapped in real mosquito netting, they took notice. The message resonated, "Going to the cottage? Don't forget to pack the net." Compared with Rogers' previous communication, call volume shot up by 200 per cent, and the mailing surpassed the simultaneous control piece in market by 50 per cent – netting a lot of new customers.

This mailing was a textbook case of relevance in action – going beyond a person's name on a brochure, envelope or leaflet, and recognizing what resonates, what motivates, how powerful context can be. Instead of another ordinary mailing that talked about technology, it memorably played into a local phenomenon.



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