



INTEGRATED  
MARKETING  
**SOLUTIONS**

CASE STUDY  
**KEY PACKAGING  
MANUFACTURER**

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# CASE STUDY

## PACKAGING MANUFACTURER UTILISES @ TO DELIVER A CROSS-CHANNEL SOLUTION TO THE INAUGURAL OPENING EVENT OF THEIR NEW FACILITY.

### INTRODUCTION

The Kollektive provides professional marketing consulting services to organisations requiring marketing ideas and advice. The Kollektive was approached by a reputable packaging company to assist with the inaugural event opening of their new facility.

### THE BRIEF

The Kollektive commissioned @ to develop a cross-channel campaign for a key packaging manufacturer, operating in an international arena, for their inaugural event. The campaign aimed to capture the disparate and informal knowledge of the sales team while gathering their contacts and consolidating the information into a valid, usable database of current and potential clients, key suppliers, industry influencers and key media contacts.

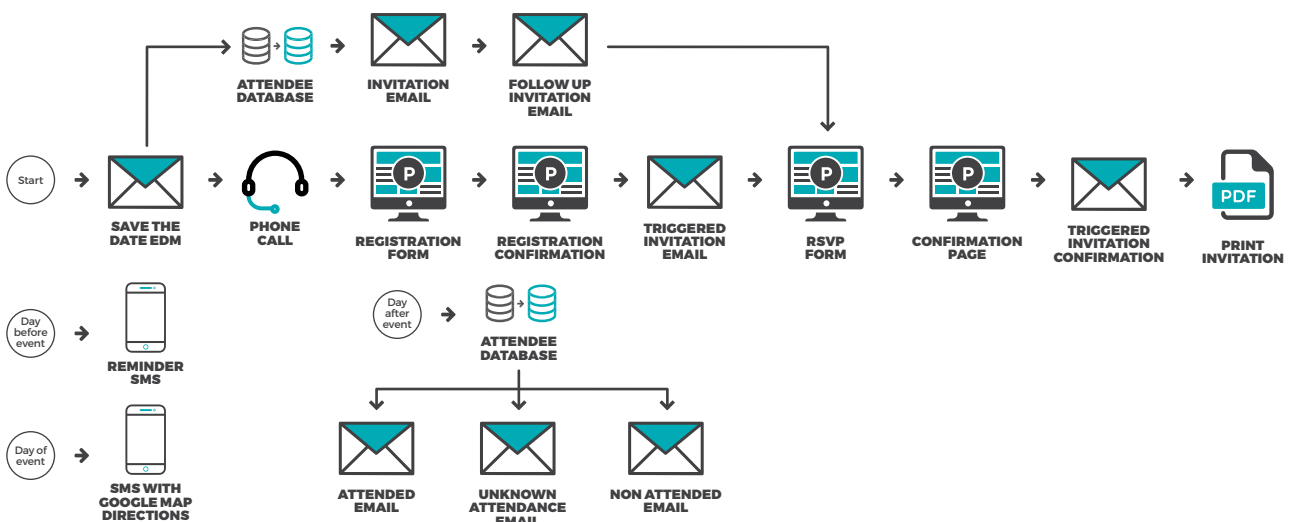
### KEY OBJECTIVES

There were 5 key objectives requested by the customer:

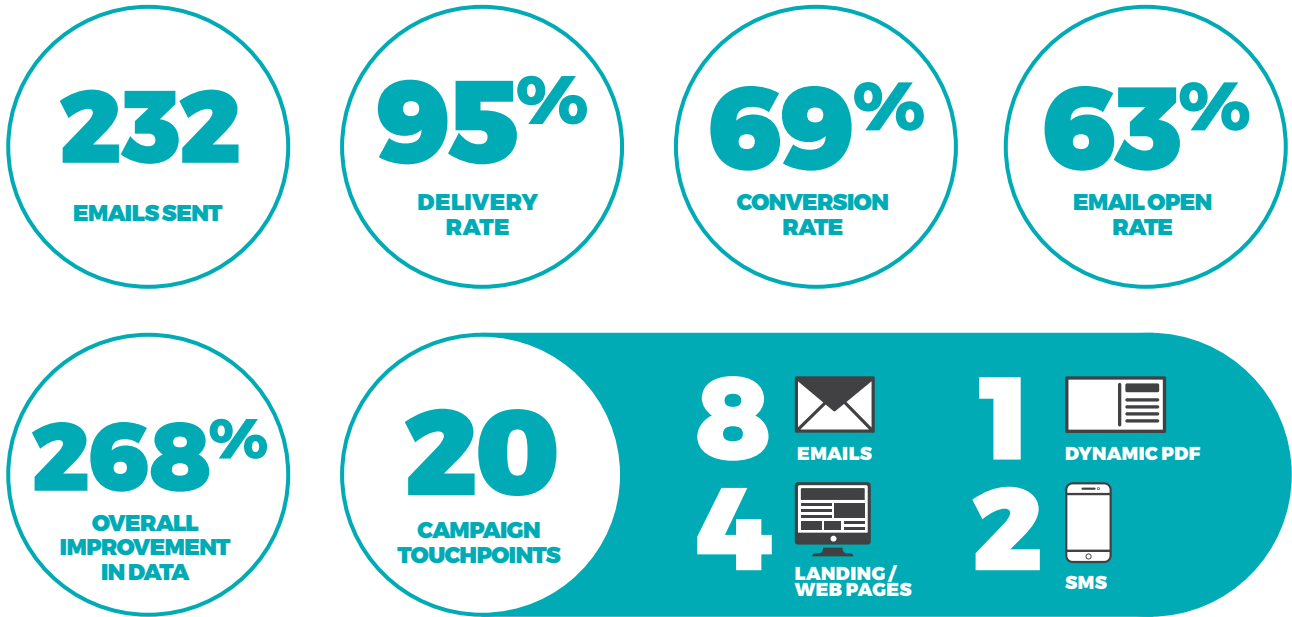
- Identify a resource-efficient and effective method of collecting, and communicating, with stakeholders and prospects.
- Establish and implement the communication plan requirements necessary for the inaugural event, with minimal touchpoint intervention and leveraging the utilisation of A.I. and automation technology.
- Drive account manager accountability in effectively identifying and following-up invitees and companies pre, during and post-event.
- Nurture their data in order to improve the database for future CRM-driven campaigns and initiatives.
- Enhance the user-experience while being able to measure a variety of outcomes.

### THE @ CUSTOMER JOURNEY

Commencing with a personalised email to save the date, the journey progressed through to an RSVP email which was personalised with unique segmented messaging to drive relevancy. Internal staff also had access to an onboarding form to add new recipients to the campaign. From the RSVP email, recipients were directed to a personalised landing page for them to confirm their attendance along with the ability to update their details - thus cleansing the database. The event build up was handled with multiple SMS messages. Post event communication took the form of a segmented email with relevant personalised content depending on the recipients attendance.



## STATISTICS



## GLOSSARY:

**Campaign Touchpoint:** Contact point type, such as SMS, Email, Landing Page, Dynamic PDF.

**Email Sent:** Total number of customers that were included in the campaign and sent emails.

**Delivery Rate:** Percentage of emails sent which were received by the customers.

**Conversion Rate:** Percentage of customers that interacted with the campaign.

**Email Open Rate:** Percentage of emails opened by the customers.

**Overall Improvement in Data:** Percentage of data that has been updated by the recipient thus cleansing the database for future campaigns.

## TESTIMONIAL



The team delivered a first-class service utilising their innovative @ software to deliver a robust and seamless solution for our campaign requirements. Their offering provided us with a personalised, and consistent brand experience across different touch points which enhanced our overall communication strategy.

This campaign was successful in that it boosted connections and fostered conversations, improved our database and enhanced the user experience, whilst building trust and creating meaningful opportunities during and post the event.

**Kerry Hannah**  
**The Kollektive**



## ABOUT @

@ is a seamless and transparent solution for integrated marketing campaigns. It uses a single platform to deliver relevant, timely and fully synchronised customer experiences across multiple communication channels.

**To find out more visit our website: [experienceu.com.au](http://experienceu.com.au)**

