

CASE STUDY

Situation

StarTribune

The Star Tribune is Minnesota's leading newspaper. About 1.8 million people read the award-winning newspaper each week. The newspaper is offered in three forms – a paper version, a virtual eEdition, and online. The Star Tribune's website is the most frequently used online local news and information site for the Twin Cities.



Infinity Direct and the Star Tribune have a long-standing relationship. Infinity has partnered with the Star Tribune on numerous acquisition, utilization, retention, and reactivation campaigns.

Challenge

In the fall of 2009 the Star Tribune approached Infinity Direct with the challenge of creating a direct mail piece that would offer their loyal Saturday and Sunday subscribers an option to try their eEdition newspaper throughout the week. The eEdition is a virtual newspaper that is emailed to subscribers. It is the same as the paper version of the Star Tribune in every way, and offers benefits over reading the news online. The mailer was sent with the goal of increasing subscriptions to the eEdition among current newspaper subscribers.



Solution

Infinity Direct designed a self-mailer to communicate to current subscribers. Using a format that has performed well in past acquisition campaigns. The design was intended to be fun and non-intrusive, welcoming the customer to continue down the red carpet for their VIP reveal. As current subscribers, the messaging reiterated the value of their subscription and offered them a complimentary upgrade to try the electronic version of the paper they already know and love. The deal was sweetened with an offer of a \$5 coffee gift card.

Results

The combination of a thank-you and coffee generated an overall response rate of 13.56%.

