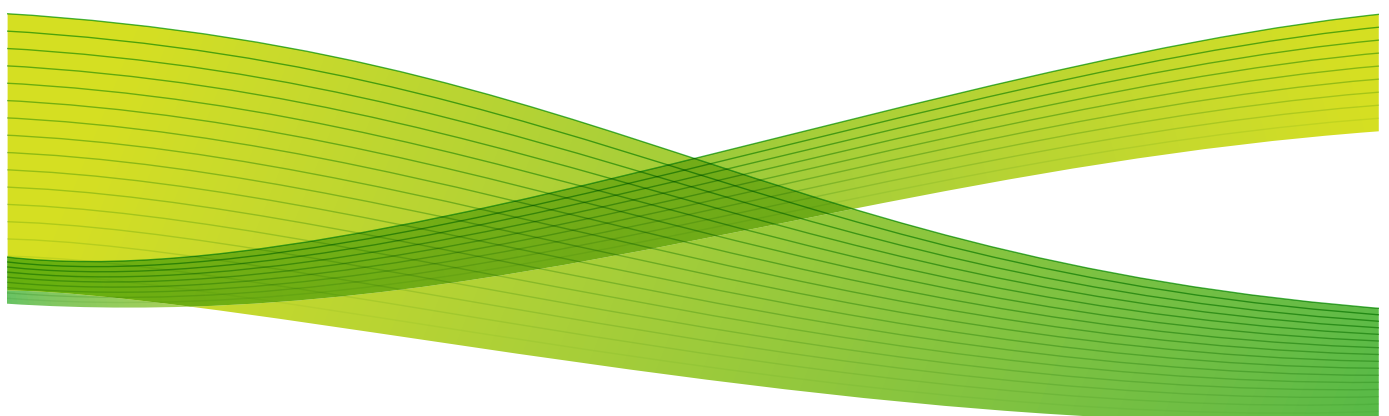
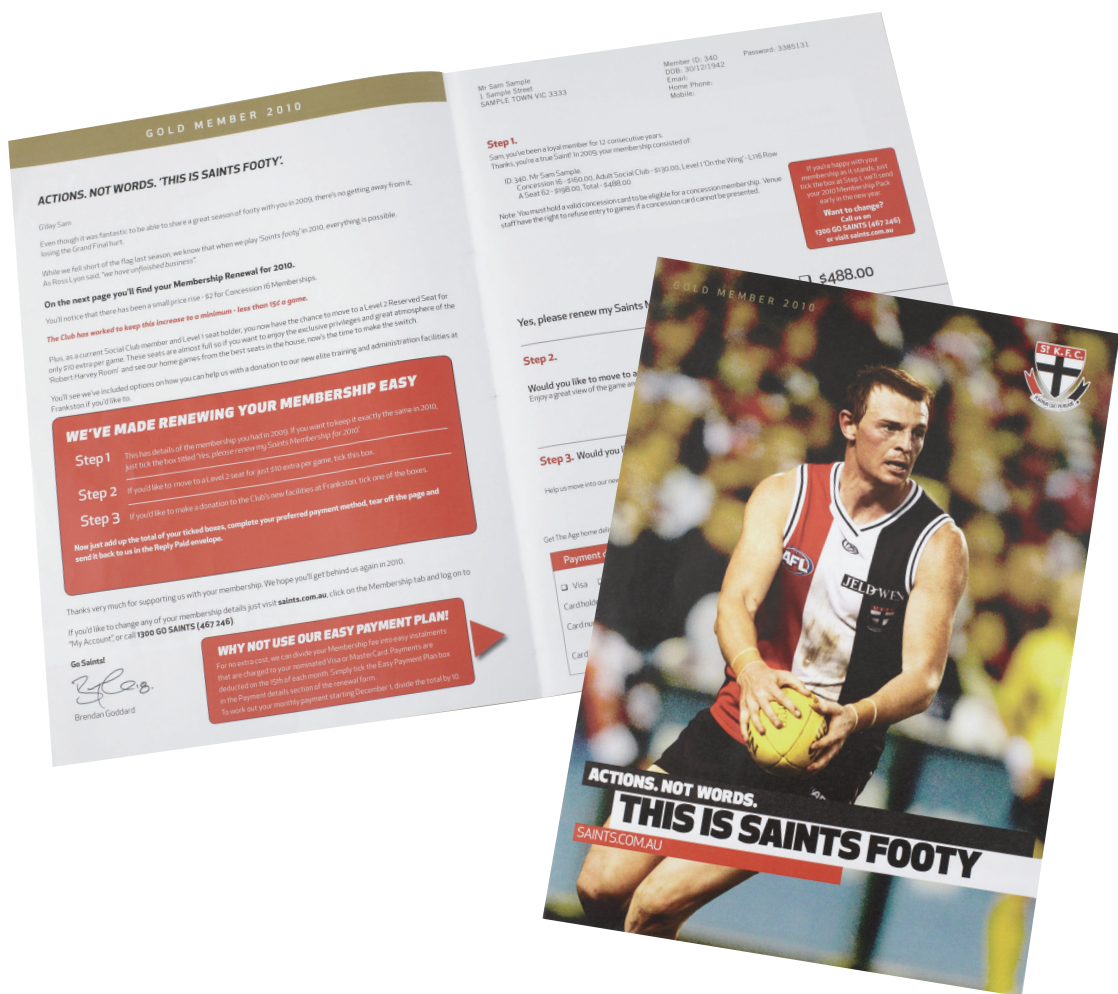


Personalised renewal notices boost membership rates for football club



PIXI Award Contest TransPromo



Membership Renewal Services, TransPromo Category Integrated Mailing Services

Established in 1992, the Melbourne-based Integrated Mailing Services (IMS) is a full-service mail and document solution provider. IMS offers an integrated range of services from mail processing to distribution and fulfillment, specialising in data-driven direct marketing.

Its success lies in the value added to customers' businesses, achieved through an innovative approach and the industry-leading technologies of XMPiE and Xerox iGen4 Press.

On the web: <http://www.themailhouse.com.au/profile>

The Challenge

St. Kilda Football Club, an IMS client, was faced with the vital task of creating new Membership Renewal Notices. The Notice was important not only because it was a means of membership retention—it was also part of an up-sell and cross-sell strategy for the football club. With seven different membership categories, much of the club's revenue depended on membership renewals, the migration of members to higher levels of membership, and additional purchases.

To retain the interest of its members, St. Kilda Football Club required a relevant and memorable Renewal customised to each member. Each category needed its own "character" to let members feel that they were a valued part of the club.

In addition, each Renewal Notice had to flawlessly reflect information based on precise business regulations, up-sell offer rules, and payment calculations. The high variability of the Notice meant that there was very little hard-coded text or fixed images.

The challenge to IMS was to produce, via on-demand printing, a true one-to-one document that effectively delivered information relevant to each of St. Kilda's 31,000 members plus prospects.

The Solution

IMS engaged the club's designer in a series of consultative meetings to develop a comprehensive transpromo solution.

Using XMPiE for composition, the Renewal Notice was designed as an A3 duplex document, averaging 50 variable text or image fields. The document was thus able to reflect a category-specific design, present member-specific transactional information, and offer the appropriate sell-up offers.

IMS employed the Xerox iGen4 Press for high-quality colour printing. Combining vibrant image quality and record-breaking productivity, the Xerox iGen4 Press maximised the visual impact of the Renewal Notice design. The finished piece was then folded to A5 size and mailed to the members.

The Benefits

The new Renewal Notices made a favourable impression and assisted the St. Kilda Football Club in achieving record levels of membership in 2010. The final number of 41,163 memberships exceeded even the club's highest expectations. Strong improvements in the renew rate and the sale of upgrades to higher membership levels were other successful outcomes produced by IMS' exemplary services.