



## **DMN3 WINS BEST MARKETING CAMPAIGN (SMALL BUDGET) 2010 AMA HOUSTON CRYSTAL AWARDS**

(May 26, 2010) – The acquisition campaign for long-time financial client, American Airlines Credit Union, won the Crystal Award for Best Marketing Campaign for a Small Budget (Under \$25,000) at the 24<sup>th</sup> Annual Houston American Marketing Association (AMA) Crystal Awards on Thursday, May 20<sup>th</sup>. This year’s event had a sellout crowd with more than 200 finalists in a range of award categories.

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The American Airlines Credit Union “Win Back” campaign was created to activate dormant members by using an integrated direct mail and e-mail campaign. “Once a member, Always a member,” was the campaign slogan used to showcase membership advantages compared to the competition. An engaging invitation postcard was first mailed that included a personalized URL (PURL) to download money saving coupons. An e-mail was also sent to non-responding members to reinforce the campaign’s message. All communication pieces were personalized with member names and included a “missing puzzle piece” flash concept to highlight the member’s importance to the Credit Union. The campaign results exceeded the goal. A 40 percent response rate helped the campaign achieve a return on investment (ROI) for every dollar spent of 15-to-1. The entire campaign was planned, executed, and measured with a budget less than \$25,000.

“We are honored to be part of such a talented city of marketers,” said Alice Olivas, Account Executive.” The AMA Crystal Awards isn’t only for the rewarding experience, but to highlight our city’s best of the best”

The AMA Houston Crystal Awards are open to all marketing professionals within the Houston area. However winning campaigns must exhibit superior strategic marketing and provide a ROI for dollars invested. Each entry is judged on the campaign’s ability to address a core problem, while using measurable objectives to develop a “winning” message.

To see the AA Credit Union campaign, click [here](#).

### **About DMN3**

**DMN3** ([www.DMN3.com](http://www.DMN3.com)) is a marketing services agency focused on results. Our tailored measurement process goes beyond the typical direct marketing, digital or traditional advertising agency method of producing results. Our team is trained in the integration of online and offline to give clients the most return for dollars spent on acquisition and retention marketing. With almost 20 years of history in direct response marketing, DMN3 is well positioned for today’s fast-paced, performance-driven world of advertising.