



DMN3 wins at 2011 American Marketing Association CRYSTAL AWARDS

Taking Home Awards for Direct Mail and Online Marketing

DMN3, a Texas-based marketing agency, recently won at the 2011 American Marketing Association (AMA) Crystal Awards for work done on behalf of American Airlines Federal Credit Union (AA Credit Union) and Star Furniture. The AMA Crystal Awards honor outstanding marketing campaigns based on strategy and results.

DMN3 took home two Crystal Awards: Best Direct Mail Two-Dimensional Piece for AA Credit Union and Best Online Marketing Campaign for Star Furniture.

The DMN3 winning entry for “Best Direct Mail Two-Dimensional Piece” was the AA Credit Union Visa® Credit Card Acquisition & Activation Campaign. The campaign included two different target mailings. A single personalized letter and application, for one of two different types of credit cards, mailed to pre-approved AA Credit Union members. This mailing offered very low rates and many benefits for getting a new card. The activation campaign used a self-mailer to get members with inactive credit cards to re-activate and use their credit cards. Each member who re-activated his or her card was entered to win “A FREE Apple® iPad®”. The Acquisition Credit Card Campaign resulted in a 1.86 percent response rate. This was 40 percent higher than the objective. The Activation Campaign resulted in a 5.18 percent response rate. This response was 277 percent higher than the goal for re-activated accounts.

The DMN3 winning entry for “Best Online Marketing Campaign” was the Star Furniture NickelodeonSM Contest Campaign. The campaign engaged mothers and their children in order to drive awareness and sales for Star Furniture’s new Nickelodeon Rooms Furniture line. The interactive campaign included multiple tactics: online display advertisements, third-party e-mails, social media and a “mommy” blogger influencer initiative. Promotional events were held at multiple Star Furniture locations. To enhance response, Star also partnered with Texas Children’s Hospital. Nickelodeon-themed activities, including photo opportunities with Sponge Bob Square PantsTM and Dora the ExplorerTM entertained both moms and their young children. The campaign included more than 30 million online impressions, 11,544 e-mail “opens” and 20,000 clicks from the paid media. Overall, the Star Furniture website saw a 1,066 percent increase in visits related to kid’s furniture during the campaign. [Click here to read more about this successful campaign to engage moms and their children.](#)

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DMN3 (www.DMN3.com) is a marketing firm founded 19 years ago with offices in Dallas and Houston, Texas. We use customer insights to achieve success in lead generation and customer retention programs for the health care, energy, financial and retail sectors. DMN3 Institute (www.DMN3.com/institute) is the

research, education and publishing arm of DMN3. It provides thought leadership, resources and training to marketing students and professionals who are passionate about staying ahead of the marketing curve.

2011 AMA Crystal Award Team Pictures

AA Credit Union Visa Credit Card Acquisition & Activation Campaign Team



(Left to Right) Alice Olivas (Account Supervisor), Séverine Williams (AA Credit Union Client), Charles Eldred (Creative Director) and Pam Lockard, (CEO).

Star Furniture Nickelodeon Contest Campaign Team



(Left to Right) Connie Yiu, (Digital Media Strategist), Sara Stiles (Director of Interactive Services) and Pam Lockard (CEO).