

DMN3 Wins AMA Crystal Award for Top-Performing Houston Symphony Campaign

Response-data modeling yields exceptional direct mail results for nonprofit cultural arts organization's annual member acquisition campaign.

HOUSTON, August 20, 2008 – DMN3, a leading marketing agency based in Houston, was honored to receive the Crystal Award for Direct Marketing Campaign Excellence at the American Marketing Association awards ceremony in May 2008.

The select AMA jury grants its highest award not only for top-drawer creative execution—the campaign must also produce exceptional results. DMN3's 2008 member acquisition campaign for the Houston Symphony exceeded objectives, bringing in three times greater response compared to the previous year.

Nonprofit cultural arts organizations typically rely heavily on direct marketing for ticket sales. They must constantly innovate to convert single ticket buyers into subscription holders or members.

With declining response rates for three years running, the Houston Symphony teamed up with DMN3 to try a different approach. DMN3 used symphony-subscriber data to profile new potential targets based on respondent characteristics.

“My colleagues are some of the most sophisticated marketers around,” says Bruce Robinson, director marketing for the Houston Symphony. “If I got one-half of 1% of Houston households to attend a concert, the symphony members would carry me around on their shoulders.”

Respondent profiling produced a smaller prospect list—25% fewer than the previous year—helping reduce printing and mailing costs. The creative concept, “Something Sublime” was the best performing version in a split test from the previous year. Reusing ready art further reduced costs.

“By implementing the new profile modeling system, we helped the Houston Symphony substantially decrease their mail quantity and still gain a 300% increase in response at the same time,” said Pam Lockard, president and CEO of DMN3. “This targeted campaign was highly cost-effective, producing a phenomenal 15 to 1 return on investment.”

About DMN3: Headquartered in Houston, Texas and founded in 1992, DMN3 is a leading direct marketing agency specializing in online marketing, direct response advertising and direct mail. DMN3 builds marketing success by knowing the rules for online and offline – and when to break them, for clients including Reliant Energy, American Airlines Federal Credit Union, The Houston Symphony, Methodist Hospital and ConocoPhillips. Learn more at www.DMN3.com