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## Client Case Study

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the creative  
act is the  
defeat of habit  
by originality.





**DB2** Data Management Software

## Serving-Up Profit and Results for IBM...



*"The DB2 'Serving-Up Profit' campaign far exceeded any previous campaign our team has ever done. It captured an outstanding 55.2% response in the Americas and achieved an impressive 21% overall response rate. Overall the campaign can be attributed to millions in new revenue."*

**Marisa de Peralta** – IBM Worldwide Channels Campaign Manager



**DB2** Data Management Software

**Client:** International Business Machines (IBM)

**Assignment:** Create a direct marketing campaign design to motivate new revenue

**Space:** Business software

**Target:** Business partner resellers

**Scope:** Create and distribute printed and online communications

**Business Issue:** To raise awareness of the business opportunities in selling DB2 software across all targeted IBM Business Partner audiences, to recognize and reward top sellers, and to motivate into action those not selling DB2.

**Recommendation:** Created a hybrid marketing campaign that combined three-dimensional direct mail with customized HTML e-mails designed to reinforce the message and drive responses through a specific Web microsite. The campaign theme, "Serving Up Profit" used restaurant menu creative and copy, along with the call to action to visit the microsite, learn more about DB2, and invite a client to dinner.

**Solution:** Produced a worldwide marketing campaign that captured the attention of IBM Business Partners by cutting through the clutter of promotional materials and communicating the benefits of adding DB2 to their solution portfolio.

**Strategy/Tactics/Media:**

Printed and online marketing:

- Three customized direct mail pieces
- Three customized HTML e-mails for each group
- Personalized cover letter
- Web microsite landing page
- Flash presentation
- Response/registration form
- Database review microsite

**Special Offer:** A \$100 American Express gift cheque for group one, a \$50 American Express gift cheque for group two, and a free starter kit and book for group three.

**Results:** The IBM DB2 campaign achieved an impressive 21% overall response rate that was determined by tracking registrations on the Web microsite. Group one response was 38.4%, group two was 18.6%, and group three was 6.1%. Results were also tracked geographically, with 55.2% of responses coming from the Americas, 39.7% from Europe/the Middle East/Africa and 5.1% from Asia Pacific.