

Client Case Study



1111 West Mockingbird Lane, Suite 1300, Dallas, Texas
P. 214.630.8316 · F. 214.630.8122 · W. quilladvertising.com

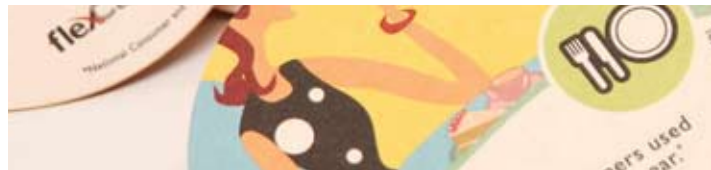
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the creative
act is the
defeat of habit
by originality.





Serving-Up Fresh Payment Processing...



"This campaign was the most successful thing we've done in years. We're very happy with the number of leads generated, and everyone around here is asking for more campaigns like this!"

Scott Farace – Senior Vice President of Marketing and Communications



Client: Paymentech

Assignment: Launch Paymentech's FlexCache line of stored-value cards to restaurants in select geographic markets

Space: Financial products, restaurant industry

Target: Owners/operators of restaurant chains currently using Paymentech's transaction processing services

Scope: Targeted printed and electronic communications

Business Issue: Communicate the benefits of the FlexCache product suite to restaurant operators seeking to build brand awareness, increase sales, decrease costs and increase efficiencies, while offering their customers a variety of flexible, convenient payment options.

Recommendation: Quill created a series of three restaurant-themed direct mail pieces and three rich media e-mails to communicate the benefits of the FlexCache product suite. The direct mail pieces were all dimensional; consisting of a set of coasters, a menu and a custom check-presenter. All communications directed prospects to a targeted Web microsite where they could qualify for an introductory offer by leaving their e-mail address and opt-in permission.

Solution: The message will be delivered via a hybrid direct marketing campaign driving response to an audience-specific Web microsite.

Approach:

- Strategic planning
- Database management
- List management
- Rich media e-mail (Flash)
- Dimensional, custom-printed direct mail pieces
- Opt-in e-mail
- Ongoing electronic communication program

Media:

- Printed direct mail series
- Online marketing: E-mail series and promotional Web site

Result: The FlexCache campaign achieved an impressive 8% response rate and was considered a huge success.