

PROJECT SUMMARY



DM CASE STUDY

A detailed case study on how to reach segments within a market. I wrote all of the samples shown while working for Gillespie Advertising.

Background

AT&T Metro Markets provides telecommunications services, including long Distance, Local, and IP/Data transmission, to the Small Business marketplace. The long distance business has become increasingly more competitive over the past several years, and AT&T experienced diminishing returns. The company identified a need to:

- Cost-effectively acquire more profitable long distance customers
- Retain and grow its long-distance revenue
- Increase the penetration of IP and Data Networking products to this customer base.

Challenge

In order to revitalize AT&T's acquisition strategy, Gillespie was challenged to develop a new segmentation view for the small business marketplace that included the attitudes and behavior of owners/managers, in addition to the historic indicators of firmographics, revenue and tenure. Effectively, we wanted to dimensionalize the small business owner as an individual and find the "person" behind the businessperson. This enabled AT&T to realign its positioning, products and offers to more effectively appeal to the business "person." A continuous communication stream was developed and was highly targeted to these segments throughout all channels, including the web.

Solution

We discovered that the audience was made up of three very unique types of small business owners, based on behavior and attitude:

- **Driven Expansionists** — "I am an independent operator who wants the 'IN' solutions. I have to be connected at all times, so I look for suppliers who make me look smart. If they do that, and make the process easy, they have a CHANCE at turning me into a loyalist."
- **Tech Knows** — "Let's get one thing straight: I know more about communications products and services than you do. Don't inform me. Show me why you are better."
- **Cornerstones** — "I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."

We created a communications stream that addressed different target audiences and products on an individual level.

The new approach used a variety of creative approaches but adhered to tried-and-true tactics, including:

- Easily skimmed letters;
- Highlighted benefits;
- Easy response mechanisms;
- Tracking methodologies in place for fast analysis.

Impressive Results Attributed to Segmentation and Creative Execution:

- **Strategic segmentation and targeted creative produced the first turnaround in results in 10 years for AT&T Small Business.**
- **Improvement in all segments.**
- **Improvement shown in all new creative as compared to existing control mailings.**
- **Improvement results — 26% lift over the goal response rate.**
- **Faster rate of return over control — faster revenue and higher profits.**

Creative execution for each identified segment follows.

Creative Designed for:

AT&T Driven Expansionist Segment

Driven Expansionist Attitude Summary:

“I am an independent operator who wants the ‘IN’ solutions. I have to be connected at all times, so I look for suppliers who make me look smart. If they do that, and make the process easy, they have a CHANCE at turning me into a loyalist.”

P.O. Box 6891 | Piscataway, NJ 08855

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
AT&T

We know. You don't have time for this stuff.

PAY TO THE ORDER OF:

Mr. Sample A. Sample
President
ABC Company
355 Park Ave. South
New York, NY 00000-0000

|||||

```
<-- So here's something for your trouble.
```

[illegible]

All your business
communications needs
in one place.

Dear Sample A. Sample,

So, you're actually taking a moment to read this? Okay. I'll be brief. We designed the AT&T **All in One** plan especially for you. With your business communications needs in mind. So you can reach more customers. More efficiently. And more affordably than ever before.

Save with one low rate — 24/7.

With AT&T **All In One**, you'll pay just 7.5¢ a minute* on all your state-to-state, direct-dialed long distance calls, including calls you make with your AT&T Calling Card and calls you receive on your AT&T toll-free line. And that rate is good anytime you call — even during peak hours when business rates are traditionally higher.

Take advantage of AT&T Small Business Hosting
rated #1 by PC Magazine.

Whether you want a simple, inexpensive Web site or one that's customized and highly transactional, we have the next-generation technology your business needs to thrive in the new economy. Plus a wide range of secure, reliable AT&T Business Internet, DSL[†] and Data Networking Services designed to meet your business communications needs. If you'd like more information on these products, please call 1-800-780-8867.

Partner with a real communications leader — AT&T.

There's absolutely no risk. If, after 90 days, you're not convinced our preferred rate, unrivaled technology and superior service will take your business to the next level, call us. And we'll switch you back — free.[‡]

Sincerely,

Allen Baum

Eileen Saum, AT&T Marketing Manager

P.S. To take advantage of all these benefits, including our low rate of 7.5¢ a minute, cash your check or call 1-800-780-8867 today. And please remember to write your business phone number in the space provided (as well as any other numbers you wish to switch to AT&T).

Cash your \$25 check today!

1. Print your name and sign the back of this check.
2. Write the telephone number(s) you would like switched to AT&T.
3. Deposit it in your account today.

Considerations for Creative Tone:

- Has to be a fast read
- Needs up-to-date messaging
- Target wants to “Look and feel smart”



It's the right move for your business.

Check Expires: **Month XX, 2001**

Creative Designed for:
AT&T Cornerstones Segment

Cornerstones Attitude Summary:

"I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."

P.O. Box 6891 | Piscataway, NJ 08855

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
AT&T

**You take good care of your customers.
We want to do the same for you.**

PAY TO THE ORDER OF:

Mr. Sample A. Sample
ABC Company

355 Park Ave. South
New York, NY 00000-0000

||...||...||...||...||...||...||...||...||...||...||...||...||...||...||...||

Welcome Bonus Check Enclosed.

[illegible]

Detach here

CHECK
EXPIRES: **Month XX, 2001**



**Cash your check and
move to AT&T today.**

Here's how:

1. **Endorse** the back of the check above.
2. **Deposit** or cash the check.
3. **Enjoy your low 7.5¢ a minute** with AT&T All In One.



**This \$25 check is just the start
of a good relationship.**

Dear Sample A. Sample

Taking good care of your customers is what keeps them coming back.

We've designed our **All In One** plan to give you exactly what you deserve as one of our customers: great service you can depend on, great value you can appreciate — so you'll stay with AT&T.

It's easy to get started.

Once you cash your check, you're automatically part of AT&T. And then we can start taking care of your long distance.

All In One gives you great value for your business.

Whether you're contacting suppliers or speaking to customers, you'll pay just 7.5¢ a minute* on all your state-to-state, direct-dialed long distance calls, including calls you make with your AT&T Calling Card and calls you receive on your AT&T toll-free line.

We can take care of you on the Web, too.

The Web is giving businesses like yours more opportunities than ever. So why not take advantage of them? You can easily build and manage your Web site for as little as \$25 a month with AT&T Small Business Hosting — named *PC Magazine's* Editor's Choice (November 2000). You can also rely on AT&T's secure, affordable Business Internet and DSL Internet services. For more information on our Web services, just call 1-800-347-8226.

We're so sure you'll be happy, we guarantee it.

Doesn't it make you feel good when your customers are happy? We feel the same. That's why we're confident you'll be satisfied with AT&T. If, after 90 days, you're not, we'll switch you back to your previous long distance carrier for free.¹

We're ready to get to work for you. So cash your check and get started today!

Sincerely,

Eileen Saum, AT&T Marketing Manager

P.S. To start taking advantage of our AT&T **All In One** plan (including our 7.5¢ a minute rate), cash your check by Month XX, 2001, or call 1-800-347-8226.

AT&T
All In One gives
your business:

one low rate

one
convenient bill

100% satisfaction
guaranteed

unsurpassed
reliability

AT&T
all in one®

Considerations for Creative Tone:

- Values friendly care
- Needs to be reassured

*Rates are subject to change. AT&T requires a minimum monthly usage of \$9.95. If your monthly usage falls below this minimum, you will be billed the difference. (If you have other AT&T services such as Long Distance, Local Toll, and/or Calling Card, the minimum usage is the combined sum of these services. If you have AT&T Local Service, the minimum fee is waived.) There is a \$5 per month service charge for each toll-free routing arrangement. When calls are received from a pay phone, a third-party connection fee and surcharge may apply.

¹¹If you wish to return to your former service within 90 days after installation, notify AT&T in writing to receive a \$5 reimbursement per line originally converted from another carrier. Limit one reimbursement per line per customer.

⁵AT&T Local Toll service is available in most areas.

CSIL

CSILT

© 2001 AT&T. All Rights Reserved.

Additional Creative Designed for:
AT&T Cornerstones Segment

Cornerstones Attitude Summary:

"I wish all the suppliers wouldn't sound so condescending when they talk to me. They don't even get my name right half the time."

Mr. Sample A. Sample
ABC Company
355 Park Ave. South
New York, NY 00000-0000

||..||..||..|

Considerations for Creative Tone:

- Values friendly care
- Needs to be reassured



What are the 3 NICEST WAYS to show your customers you care?

HINT: Here's one.
(check inside)

- State-to-state, direct-dialed long distance calls
- Calls you receive on your AT&T toll-free line
- AT&T Calling Card calls

2. OUR BENEFITS

- One convenient bill
- Online account information and billing options
- 100% satisfaction guarantee
- Access to award-winning Small Business Hosting and AT&T Business Internet and DSL Internet Services

For more information on
AT&T's Web services,
call 1-800-XXX-XXXX.

3. OUR TREAT

Cash your \$20 Welcome
Bonus Check to move to AT&T.

1. Give them a really good deal.
2. Make their life a little easier.
3. Treat them to a nice lunch.

Dear Sample A. Sample,

You know what it takes to make your customers happy. And so do we. That's why we know you'll find our AT&T All In One plan a great value. It offers you a low rate, and makes managing the long distance part of your life a lot easier. As for lunch, well, it's on us. Just cash your \$20 Welcome Bonus Check to treat yourself when you move AT&T. Cash your check today, or call 1-800-XXX-XXXX!

Thanks,

Signature

Title, AT&T Business

[illegible]