1. After study of the Oxfam case, I will explain the advantages and disadvantages that Oxfam would have experienced by using online banner ads in their campaign.

Advantages of using Banner Ads for the Oxfam Campaign

* Banner ads would generate some additional revenue for Oxford.

Disadvantages of using Banner Ads for the Oxfam Campaign

* Banner ads may lead away potential donors from the web site and they may not return.
* Banner ads would distract the website visitor’s attention from Oxfam’s cause.
* Banner ads would remind the website visitor that Oxfam has to operate like a business to generate ways to make revenue. That idea may detract from the image and cause of Oxfam.
* A banner ad may not be suitable for the image of Oxfam and may be harmful to Oxfam’s reputation.

2. Oxfam used only their existing e-mail list for the campaign; it did not purchase (or borrow from other charitable organizations). I will explain the advantages and disadvantages that Oxfam would experience by acquiring other e-mail addresses for a campaign of this nature.

Advantages of acquiring other e-mail addresses for the Oxfam Campaign

* Using other e-mail addresses would afford communication with additional market segments and generally would add some revenue for Oxfam. It would be best to develop this new market segment with the same three e-mail strategy, done for the existing e-mail list.
* Using other e-mail addresses would afford

Disadvantages of acquiring other e-mail addresses for the Oxfam Campaign

* Using other e-mail addresses would adversely affect communication with other charitable organizations.
* Using other e-mail addresses would communicate with an unfamiliar market segment. They haven’t established a relationship yet. This may have an adverse result to the e-mail being largely, disregarded as spam, by the new market segment.
* Using other e-mail addresses would create overhead, expended for the effort and cost to manage the different e-mail messages and sent to the different market segments. If Oxfam did not differentiate otherwise and decided to just use a common, boiler-plate e-mail message, then it would detract from Oxfam’s message to their donors.
* Using other e-mail addresses would cheapen the work, image, and cause of Oxfam and may be harmful to Oxfam’s reputation.

3. Oxfam chose to use e-mails that contained HTML, audio, and video elements. I will explain the advantages and disadvantages of using formats other than plain-text in Oxfam’s e-mail campaign.

Advantages of using formats other than plain-text for the Oxfam Campaign

* The e-mail recipient’s physiological association to Oxfam is strongly enhanced with the use of themes containing colors, images, voices, sounds, and movement. If done well, it can have on impact on the person and helps them identify with Oxfam and what they do.
* The use of HTML, audio, and video makes the web pages interesting, more professional and trustworthy. People only want to read so much text before they become disinterested.
* The use of HTML, audio, and video can convey ideas quicker and more effectively than using plain-text descriptions. It’s been said, “A picture is worth a thousand words;” “An image sends a powerful message;” “A person’s face speaks volumes.”

Disadvantages of using formats other than plain-text for the Oxfam Campaign

* Specific ideas can be written and read, and repeatedly read, for clarity. The image of words are static and the easiest to comprehend; much different than the message conveyed in fleeting moments of video or an audio sound bite.
* The message content used in the development of HTML, audio, and video may not be easily acquired or available.
* The time expended for development of HTML, audio, and video consumes time to produce and edit the content. Time may not be available or would be costly.
* The skill needed for development of HTML, audio, and video may not be available or would be costly.

4. Oxfam used a sequence of three different e-mail formats for each of the three e-mails, successively sent. The first e-mail used HTML; the second e-mail used video, and the third e-mail used audio. We evaluated the advantages and disadvantages of different formats in the previous question. I will summarize the considerations that would affect a decision to use a particular sequence of e-mail formats in Oxfam’s e-mail campaign.

The sequence of e-mail formats, i.e. HTML, video, audio were determined by the successively, increasing the impact that each format presented to the viewer.

* The first e-mail included a photo of children in one of the camps in Sudan and the text described Oxfam’s efforts to provide clean water to the displaced people in these camps; this is a very powerful message. Links were provided to forward the visitor to another webpage to greet them, to process their money donations, and to ask for their e-mail address so they can receive updates about the Sudan Project. The written word was greatly enhanced by the HTML of different fonts, font sizes, colors, images, and the hyperlinks.
* The second e-mail was sent two weeks later to e-mail addresses that had not yet responded to the first e-mail. It was a stronger message that contained a video saying that Oxfam had delivered $300,000 in aid to the camps but more help is needed. It had three links to the webpages that the first e-mail had, to ask for donations and to get the visitor to be involved with updates.
* Then the third (and last) e-mail was sent two weeks later to e-mail addresses that had not yet responded to the second e-mail. It was even a stronger message that contained was an audio sound bite from Oxfam’s Executive Director, a person of authority with his plea for their cause and his testimony to the goodwill provided by the organization’s purpose. His plea gives credence to the cause of the organization for a viewer to believe in and support.

5. A manager at Oxfam concludes, the sequence of formats used in the e-mail campaign, was related to the increase in donations, over the six-week period of the campaign. The metrics seem to substantiate his claim and the revenue raised was significant. One would argue that many things take time; but online, financial transactions can be completed in just seconds. The six-week campaign strategy seems to be directly related to its success.

But I will try to convince him, that this is incorrect.

* There are so many factors that affect the decision of a donor. It is hard to say, what were the most contributing factors leading to the success of the campaign.
* Some people receive e-mail that solicit money donations, like Oxfam’s campaign, and they are not interested in donating. When additional e-mail comes with more solicitations, those persons may become more irritated and refuse to become involved.
* Some web browsers may tag these e-mails automatically as spam and divert their reception to the person’s spam folder. They never see it the additional e-mails.