



RAE Corporation | Century Refrigeration Product Launch



Assignment

Conduct an Integrated Marketing Strategy to assist in a new product/prototype launch for a division of RAE, Century Refrigeration. Currently, a prototype has been built for their new unit cooler, which is a hybrid of the A-Series/BOC Unit Cooler. Century Refrigeration would like to conduct a marketing campaign that helps evaluate customer's perception of the industry, their company and the new product in comparison to its competitors. Century Refrigeration would like to learn what effects the buying decision of their clients and prospects as well as some of their product needs. Ownership of Century Refrigeration, is specifically interested in metrics such as participation of survey/interview of customers, a better understanding of customer needs and wants, their vested interests in new product design, areas of innovation interests, changes desired in existing prototype and ultimately effect the buying decision of customers to sell more unit coolers.

Objectives

- Create Customer Engagement
- Build a customer profile
- Ask the questions & Score Current Relations
- Provide incentive for Participation
- Make necessary changes to Prototype
- Educate and Train on new Product during Launch

Solution

As part of this project, Investigation and research of key internal people in the areas of ownership, marketing, sales, engineering and quality control as well as review some of its competitors was conducted.

A cross media campaign was built using personalization and a theme centered around ever-changing technology. The foundation was to show Century Refrigeration was developing something for clients.





Teaser Email

Created excitement that something was being sent to their attention and to not miss it.

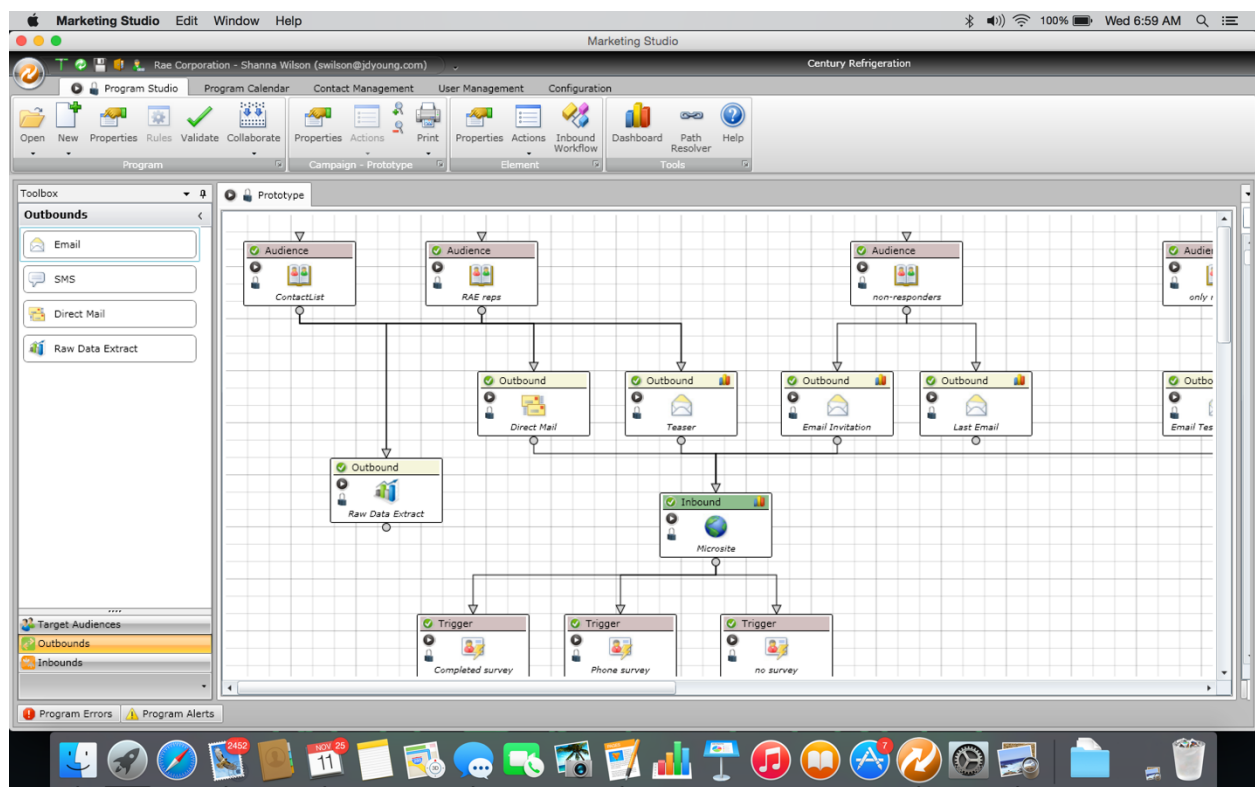
Direct Mail

Pull out slider piece that highlighted a polaroid camera developing a picture of a unit cooler. It had a purl and an offer to collect an amazon gift card for just visiting the site. The offer was variable and started at \$50 and changed to \$25 and then \$10 based on first responders.

Non Responder Email

Last chance to get in the picture and was an additional touch to drive them to participate.

Microsite



Landing Page

The microsite opened with a video and message from the CEO that highlighted the changes that had already been made but expressed he wanted to hear what was missing and what his customers needed.



Survey Page

The customer was asked to fill out a 12 question survey of which 7 were open ended questions and 5 were rating their different areas of the business.

There was an additional offer for customers who filled out the survey to be entered in drawing to win a new polaroid camera.

Thank you page

On the thank you page there was an additional offer to be entered into a drawing for a professional photography session for the customer's family. This was given to anyone that was interested in telling more of their story and doing a third party interview with additional questions.

Phone Interviews

Phone interviews were comprised of about 10 open ended questions to learn more about what customer's challenges were and what they wanted to see from their provider.

Follow up Email

A follow up email from the owner went out thanking all participants and providing overall scores and areas that the company will be focusing on before the product launch.

End Results

The Numbers Speak

147 Direct Mail/Email

82 Engaged Email - 55.8% Response Rate

Visited Microsite - 45.6% Response Rate

43 Took survey - 29.3% RR | 64.2%CR

12 Signed up for interview - 27.9% CR

11 Interviews - 75% CR

Additional results were customer's challenges, concerns, successes and overall satisfaction with the different areas of the business.

