

Chaikin, Karen

From: Chaikin, Karen
Sent: Tuesday, November 09, 1999 6:16 PM
To: Daragan, Karen M.; Sansone, Jodi M.
Subject: New communication opp

A few weeks ago, I met with someone from U-Access, a start up venture that utilizes a cross platform, permission-based approach to direct marketing. On the premise that families are very busy, don't like uninvited junk mail, and aren't necessarily conversant with the internet, this company has developed new technologies that allow a company to deliver a message or information about a program to individuals who have self-identified as being interested in receiving such info.

Basically, a subscriber completes a survey indicating their interests and sets up a mailbox into which they call to hear offers, information limited to their specified interests. Messages drive them to a local store or the U-Access website or to other sites for special offers.

How it could fit with YSP: YSP could sponsor the "Children's Health" category. Each time someone enters this category, they would hear a YSP message, which can change monthly. Further, anyone who has indicated an interest in learning about children's health could receive info in their "mailbox" about the YSP parenting brochure. If it's a tween's mailbox, about the YSP website or game, etc. There's also a "referral" service where a subscriber can send information on to a specified audience. For ex: info on LST to school principals; We Card to retailers; promising programs to potential funders. (I've forgotten the details on how this works but re-call it sounded intriguing)

They're launching in Feb and hope to have 1.2 million families subscribed by year-end 2000. Basic profile of their customer includes 90% women, 95% families with kids 3-15 years of age. There's much more to tell about this technology and I think it might be something you'd like to learn more about.

Let me know and I'll ask Ed to come in again to meet with all of us.

KC
Youth Smoking Prevention