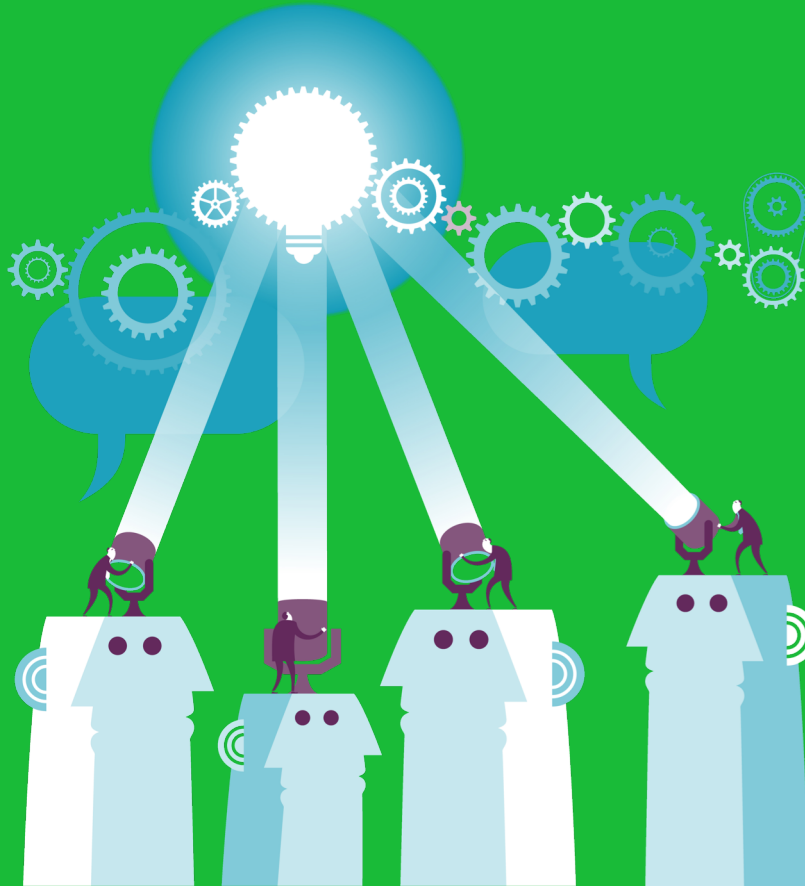


DMCM Agency of the Year

An Post Smart Marketing Awards 2018 – 2019



DMCM - WHAT DO WE DO?

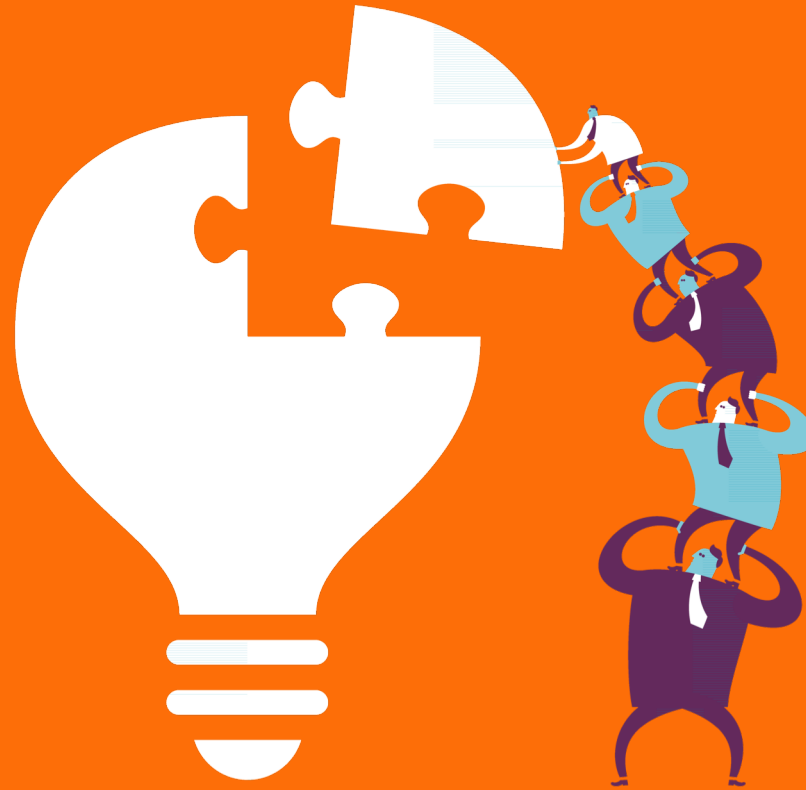







“Proven results by
targeting with
creativity”

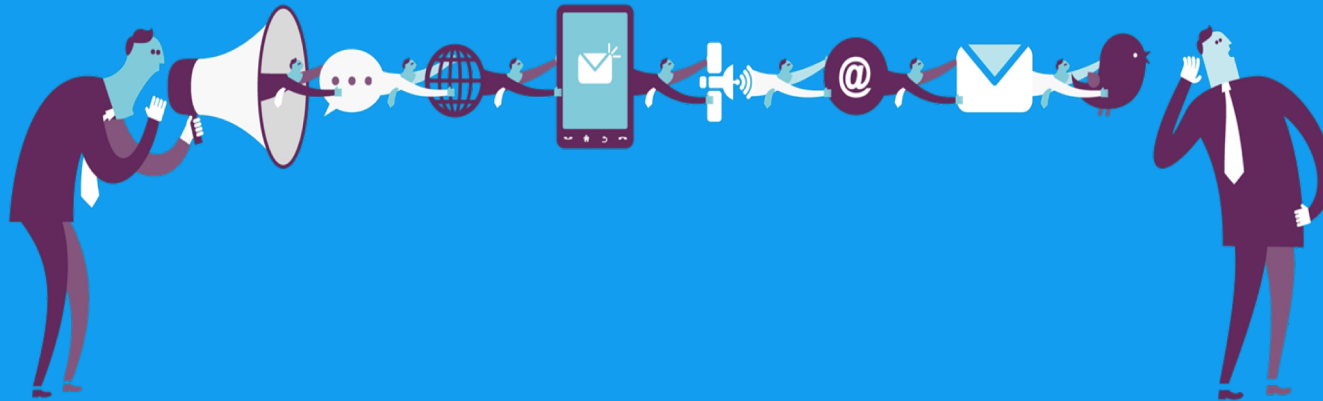
OUR APPROACH/PROCESS

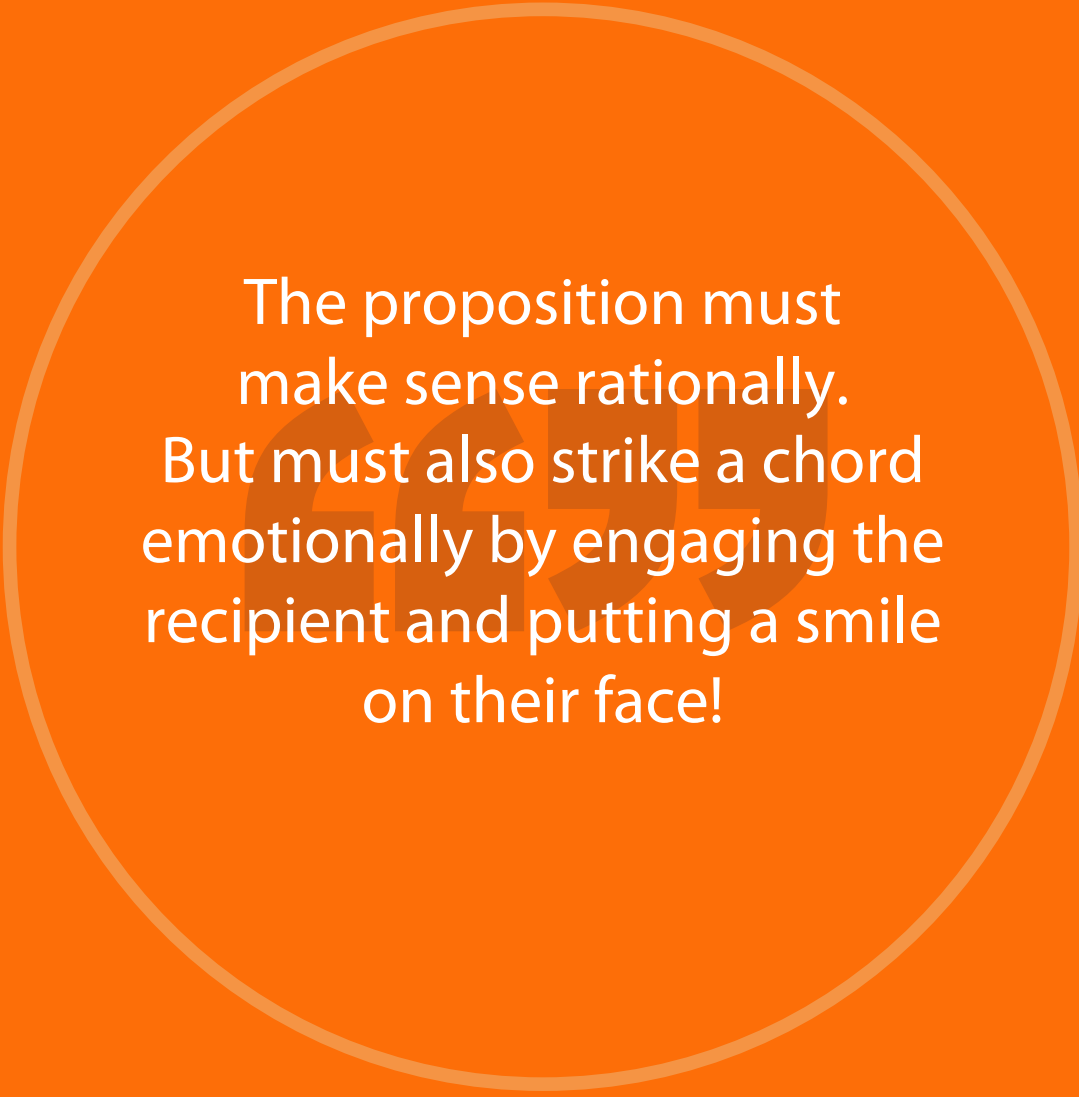




“Don’t tell people
your plans.
Show them your
results.”

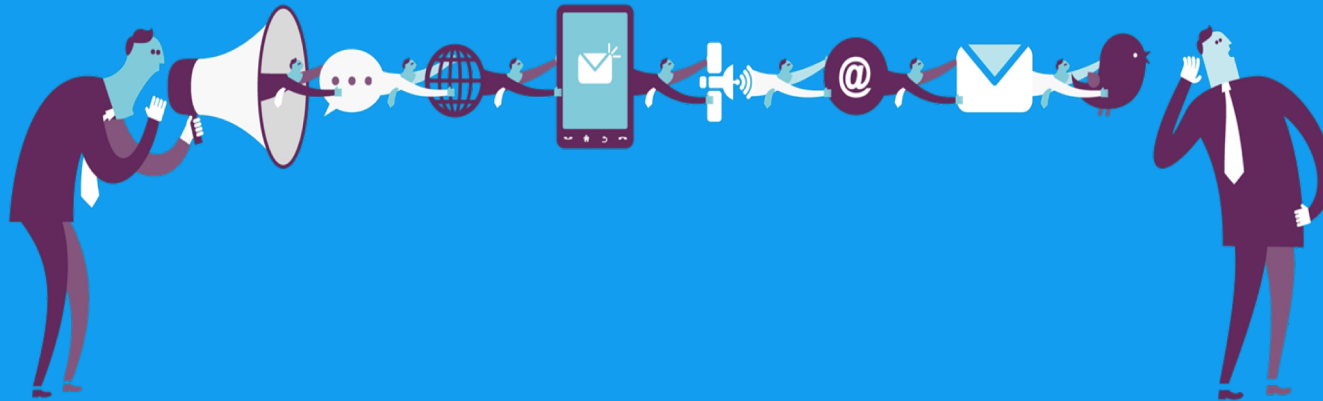
OVERVIEW



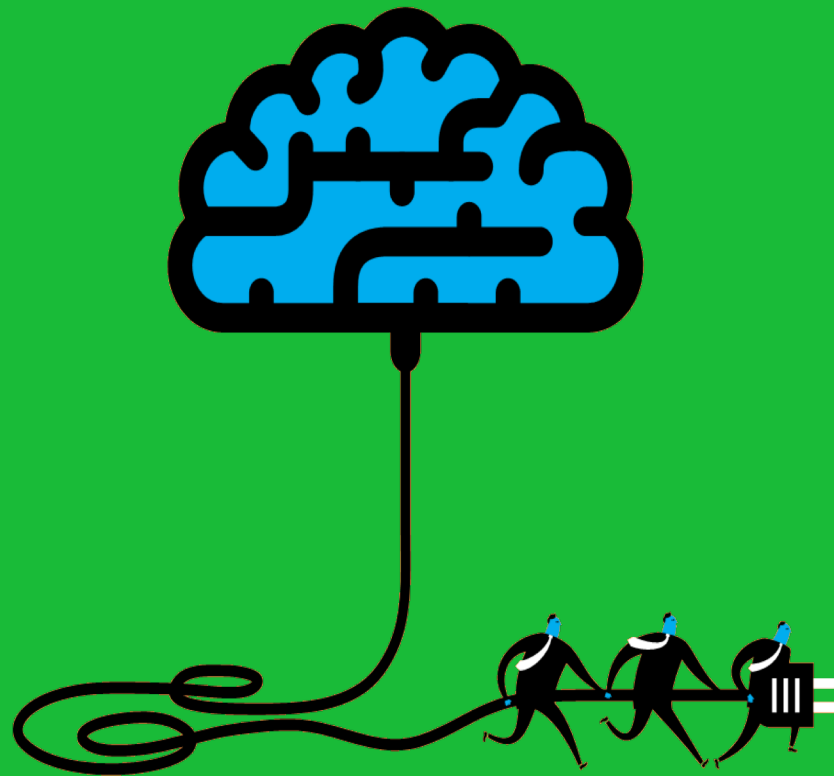


The proposition must
make sense rationally.
But must also strike a chord
emotionally by engaging the
recipient and putting a smile
on their face!

BACKGROUND



LIGHT BULB MOMENT



CAMPAIGN OBJECTIVE





CAMPAIGN OBJECTIVES

Awareness

- ▶ *Engage* senior marketing decision-makers with DMCM, to highlight DMCM's expertise and to generate new business leads/meetings

Response/conversion (note: breakeven = 1.25% or one new client)

- ▶ Generate a response 10% (8 warm/hot leads from a database of just 80)
- ▶ Convert: 1.25-2.5% (convert 1-2 of the 8 leads to 1-2 campaigns worth €16-18.5K)

Financial

- ▶ Conceive and implement a creative campaign for <€5K*
- ▶ Revenue target: generate a ROI of >312% (min. 1-2 x €16-18.5K)

Business

- ▶ Up the profile of DMCM in the marketplace and showcase a 'best practice' DM campaign with 80 hand-picked senior client side marketing professionals

STRATEGY

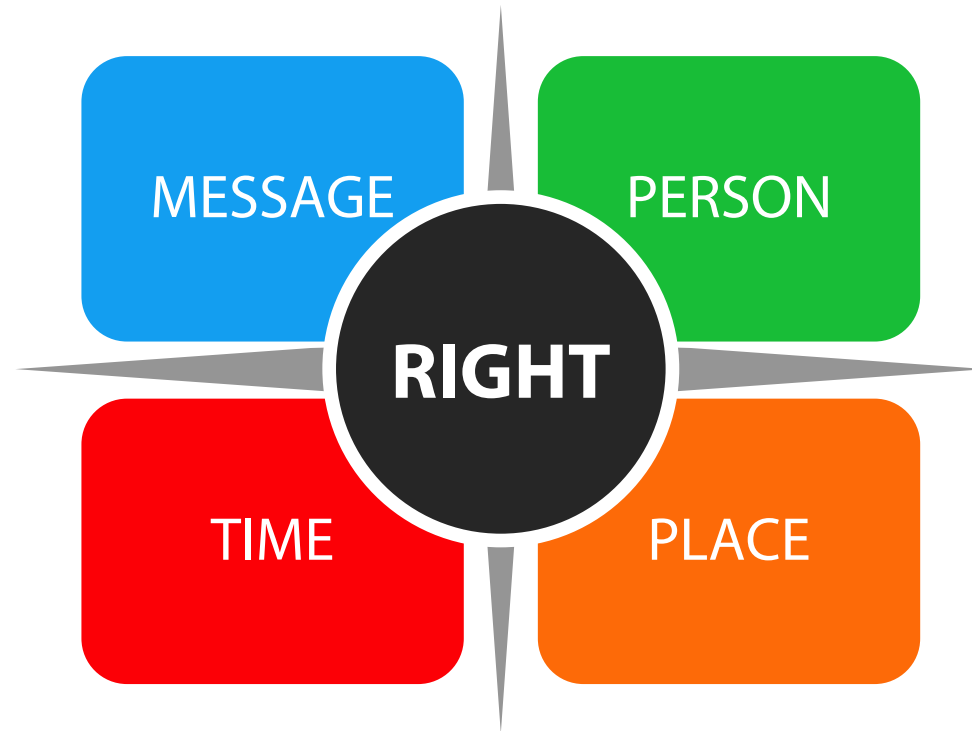


**“COMPLEXITY IS YOUR ENEMY.
ANY FOOL CAN MAKE
SOMETHING COMPLICATED.
IT’S HARD TO KEEP THINGS SIMPLE.”**

Richard Branson

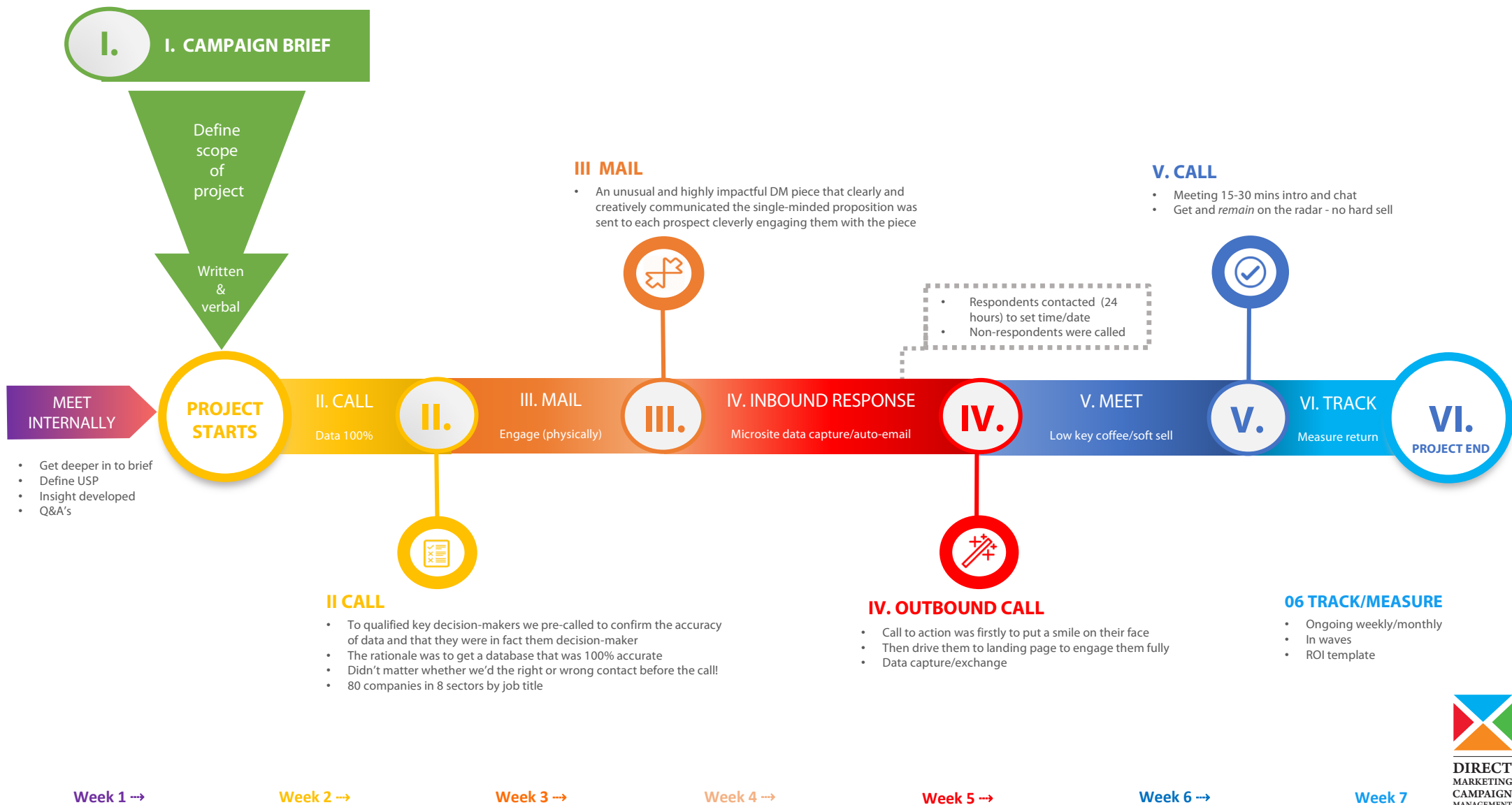


SUMMARY Get it 'Right'

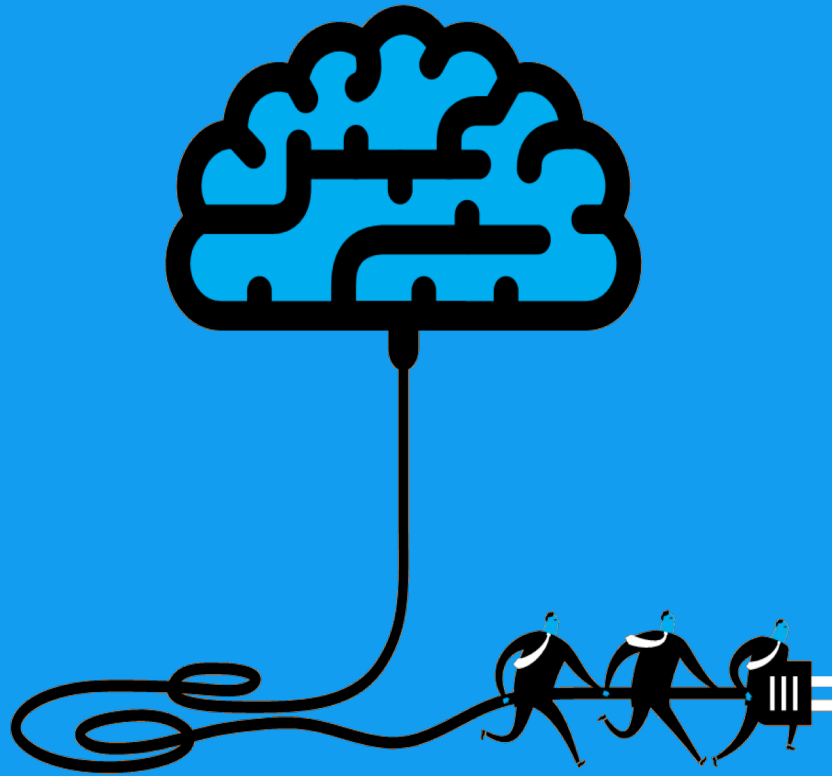


TARGET AUDIENCE






CREATIVE STRATEGY



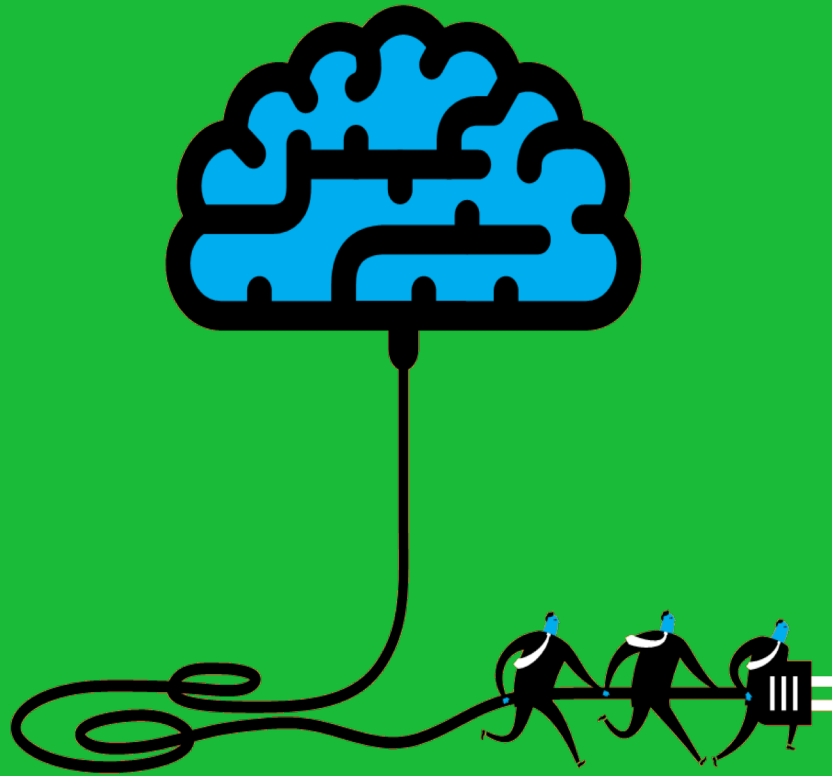
**“TELL ME AND I’LL FORGET.
SHOW ME AND I MAY REMEMBER.
INVOLVE ME AND I’LL LEARN.”**

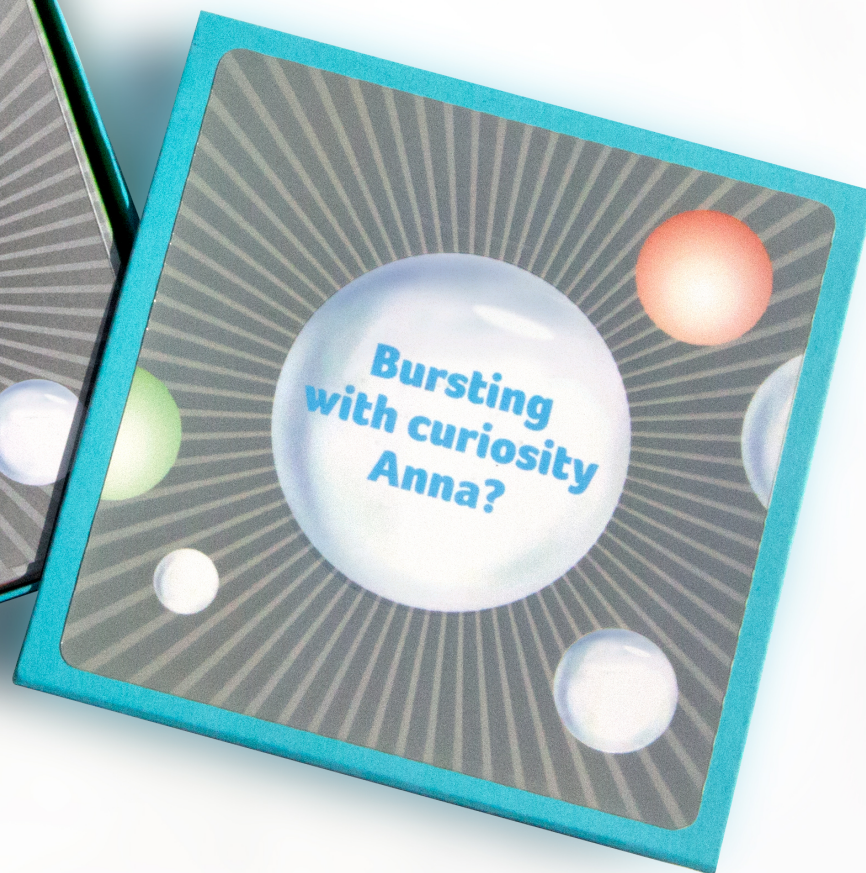
Benjamin Franklin



To engage and
involve recipients in a
compelling way, we
sought to tap in to
that unique and
innate human desire
to burst bubble wrap!

BURSTING WITH CURIOSITY?







YOUR CHANCE TO WIN A SUNSET BALLOON RIDE FOR TWO

Hi Anna
Ah, the satisfaction!
It's hard to resist life's little pleasures - like bursting bubble wrap.
So we're combining both to show how DMCM likes to put a smile on customers' faces and gets results, by combining clever targeting with engaging creativity.
Tell us which bubble you popped first, choose your treats and we'll pop around with them. Oh, and you'll also be entered into a draw for an amazing sunset balloon trip for two.

All the details are below.
So take a pop at it - and see how you could come out on top!

Peter



**HOW TO ENTER
POP ANY BUBBLE**
Put the number plus your password
AnnaDonegan
into
www.youknowyouwantto.ie
Then choose your treat and we'll pop around with it - and enter you into a draw for a fantastic sunset balloon trip!

WANT TO WIN?
Put the number of the bubble you popped first into
www.youknowyouwantto.ie





Which bubble
did you pop first?

PASSWORD

BUBBLE NUMBER

GO >>

**Congratulations
Anna,**

**You're in the running
for an unforgettable
sunset balloon ride
for two.**

But there's more...



NEXT >>

We'd love to create
a campaign for
Ibec
that could get
you eye-popping
response rates too...

To do that we need to
meet up for a chat.
But first we need
to pop a question:
latte, macchiato or mocha?

✓ YOUR FAVOURITE DRINK

- CAPPUCCINO
- AMERICANO
- ESPRESSO
- WHITE MOCHA
- CARAMEL MOCHA
- LATTE
- CHAI LATTE
- MACCHIATO
- TEA
- HERBAL TEA
- HOT CHOCOLATE
- BLOODY MARY
- WARM MILK
- A SHOT OF WHISKEY

We'd love to create
a campaign for
Ibec
that could get
you eye-popping
response rates too...

To do that we need to
meet up for a chat.
But first we need
to pop a question:
latte, macchiato or mocha?

YOUR FAVOURITE DRINK ▾

✓ YOUR FAVOURITE SNACK

BROWNIE
CHOCOLATE COOKIE
CARAMEL SLICE
FRUIT CUP
BLUEBERRY MUFFIN
BELGIAN MILK CUPCAKE
CINNAMON ROLL
PEAR DANISH
PAIN AU CHOCOLAT
SCONE
SESAME SEED BAGEL
BIG MAC
LAST NIGHT'S LEFTOVERS
ANOTHER SHOT OF WHISKEY

We'd love to create
a campaign for
Ibec
that could get
you eye-popping
response rates too...

To do that we need to
meet up for a chat.

But first we need
to pop a question:
latte, macchiato or mocha?

HERBAL TEA

BLUEBERRY MUFFIN

Submit >>



**Herbal Tea
and
Blueberry Muffin**

**Yum! We'll call you
soon to fix a time
to pop in to drop them
off and have a chat.**

dmcm.ie



dmcm.ie

FILING THOSE RESULTS





PERFORMANCE Review

Awareness

- ▶ *Engage* senior marketing decision-makers with DMCM to highlight DMCM's expertise = **99.9%**

Response/conversion (note: breakeven = 1.25% or one new client)

- ▶ Generate a response 10% (8 warm/hot leads from a database of just 80) = **29/36%**
- ▶ Convert: 1.25-2.5% (convert 1-2 of 8 leads to a 1-2 campaign worth €16-18.5K) = **6 new clients doing 10 campaigns/12.5% conversion**

Financial

- ▶ Conceive and implement a creative campaign for <€5K = **€4,875***
- ▶ Revenue target: generate a ROI of >312% (min 1-2 x €16-18.5K) = **10 campaigns averaging €19,890 or a ROI ratio of 1:41**

Business

- ▶ Up the profile of DMCM in the marketplace and showcase a 'best practice' DM campaign with 80 hand-picked senior client side marketing professionals = **99.9%**

BUDGET/ROI





AND THE Winner is...

	From	Subject	Date Sent	
→	DMCM Information Information	Bubble Wrap Campaign	8 June 2017	14:23
→	DMCM Information Information	Bubble Wrap Campaign	12 June 2017	16:03
→	DMCM Information Information	Bubble Wrap Campaign	25 July 2017	11:24
→	DMCM Information Information	Bubble Wrap Campaign	26 July 2017	11:59
→	DMCM Information Information	Bubble Wrap Campaign	1 August 2017	09:46
→	DMCM Information Information	Bubble Wrap Campaign	6 August 2017	15:07
→	DMCM Information Information	Bubble Wrap Campaign	9 April 2018	10:18
→ 1 item	Alma Jordan	RE: Bubble Wrap Campaign	6 September 2017	10:38
→ 1 item	Alma Jordan	RE: Bubble Wrap Campaign	6 September 2017	11:05
→	DMCM Information Information	Fwd: Bubble Wrap Campaign	12 June 2017	12:01
→	DMCM Information Information	Fwd: Bubble Wrap Campaign	12 June 2017	16:07
→	John White - InflightDublin	Re: Bubble Wrap Campaign	12 June 2017	14:41
	Mr. Peter Whelehan	Re: Bubble Wrap Campaign	25 August 2017	11:55
	Mr. Peter Whelehan	Re: Bubble Wrap Campaign	9 April 2018	10:29
→	O'Brien,Aaron	Re: Bubble Wrap Campaign	29 August 2017	15:33
→	O'Brien,Aaron	Re: Bubble Wrap Campaign	18 September 2017	10:20
→	sheena.mckeon@bmw.ie	RE: Bubble Wrap Campaign	3 August 2017	12:47
→	sheena.mckeon@bmw.ie	RE: Bubble Wrap Campaign	30 August 2017	13:07

DMCM Information Information <info@dcm.ie>
Bubble Wrap Campaign
To: Mr. Peter Whelehan <peterw@dcm.ie>, paul@karmainteractive.ie

Name: Sheena McKeon
Business: BMW Ireland
Beverage: Cappuccino
Bite: Caramel Slice
Number: 78





QUESTIONS?



THANKS

