

# CANDELA

*Lighting Design and Consulting*



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Category **DIRECT MAIL CAMPAIGN**

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## Clarification Statement

### 1. MARKETING OBJECTIVE

#### a. Goals

"Brilliant" is a direct mail campaign celebrating the personalities that make up the lighting design firm of Candela. Our goals included:

- **Retaining Current Candela Employees** Talented people are a tangible business asset and Candela wanted to create an office culture that empowered each individual. Publicly celebrating the staff encourages loyalty and longevity within a firm.
- **Driving Traffic to Our Web Site**
- **Increasing Direct Staff Contact with the Audience** Instead of filtering all client contact through Candela's principals, individual email addresses and phone numbers on each card encourage personal interaction.
- **Adding to the Company Project Backlog by 10%**

#### b. Target Audience

The audience was made up of 2500 current and prospective architects and owners – from both local and national markets.

### 2. CONTENT

#### a. Research, Planning, and Implementation

- Research tells us that a recipient of direct mail gives the promotion about 3 seconds of attention before tossing it aside – so we used a translucent envelope to catch the eye and tease the person with a view of the dynamic post card inside.
- The design strategy included a collection of bold colors, compelling portrait photography, along with strong and clever headlines to create a post card series that demanded to be read – front to back.



- We used a local design firm, 5ive Creative, who had years of experience communicating to our target audience.

**b. Message**

- **Employees Who are Celebrated as "Luminaries"** both inside and outside the firm will feel empowered in their jobs and loyal to the company, resulting in less staff turnover.

**c. Distinction**

- **Most Professional Services Firms Don't Highlight Their Individual Staff Due to the Highly Competitive Nature of the Business** This unique celebratory approach to their employees differentiated the Candela direct mail campaign.

**3. RESULTS**

**a. Goals Met**

- There was Zero Employee Turnover in 2006
- The Web Site Recorded More Hits After Each Post Card was Released
- We Saw a 5% Increase in Client Contact Directly with Candela Staff Verses Contact Filtered Through Principals
- Candela's Project Backlog Increased by 11% in 2006

**4. BUDGET**

**I. Budget: \$12,000**

- II. Actual Total Cost: \$13,500** (budget increased due to a decision to use 100% recycled paper for the project). Our cost per unit was \$1.28. This total includes labor.

# ENTRY FORM

## STEP 1

Go to [www.enr.com](http://www.enr.com) to access detailed instructions for preparing an entry.

## STEP 2

Complete one entry form listing all your entries in all categories. Include two copies of this form with each entry. To ensure clarity, please print clearly or type the entry form.

- Check if competing as a Small Firm (annual revenue \$4.5 million or less)  
 **ENR Member:** \$270 for the first entry, \$170 per additional entry  
 **Nonmember:** \$325 for the first entry, \$225 per additional entry  
 Count me in as a **Supporter of MCA for \$800\***

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## STEP 3

### Entry Categories

- |                         |                              |                                |
|-------------------------|------------------------------|--------------------------------|
| 1. Advertising          | 7. Feature Writing           | 13. Newsletter-Internal        |
| 2. Annual Report        | 8. Holiday Piece             | 14. Promotional Campaign       |
| 3. Book/Monograph       | 9. Internal Communications   | 15. Special Event              |
| 4. Brochure             | 10. Magazine                 | 16. Specific Project Marketing |
| 5. Corporate Identity   | 11. Media Relations Campaign | 17. Target Marketing           |
| 6. Direct Mail Campaign | 12. Newsletter-External      | 18. Web Site                   |

The additional payment covers the following entries:

Category #	Description of Entry	Entry Fee \$
4	Hospital Brochure	270
10	Magazine "Green Team"	170

Total Number of Entries: 2 Total Fee \$ 440

Total Late Entry Fee per entry \$

Supporter of MCA\* \$800 (optional)

Grand Total \$ 440

- Check enclosed payment to ENR, 44 Canal Center Plaza, Suite 444, Alexandria, VA 22314  
 VISA  MasterCard  MIREX

ENR

ENR/ENR Construction

ENR/ENR



...and ...

4. THE ASSETS OF THE MARKETING COMMUNICATION EFFORT

a. ...

b. ...

c. ...

d. ...

e. ...

f. ...

g. ...

4. BUDGET AND COST DATA

a. Budget \$1,000 per year total cost

b. ...

c. ...

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happy new year!



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