

Consumers Energy Surpasses Product Annual Sales Goal by More Than 17% With J&C

Streamlined creative leads to 4,684 new customers



The Challenge

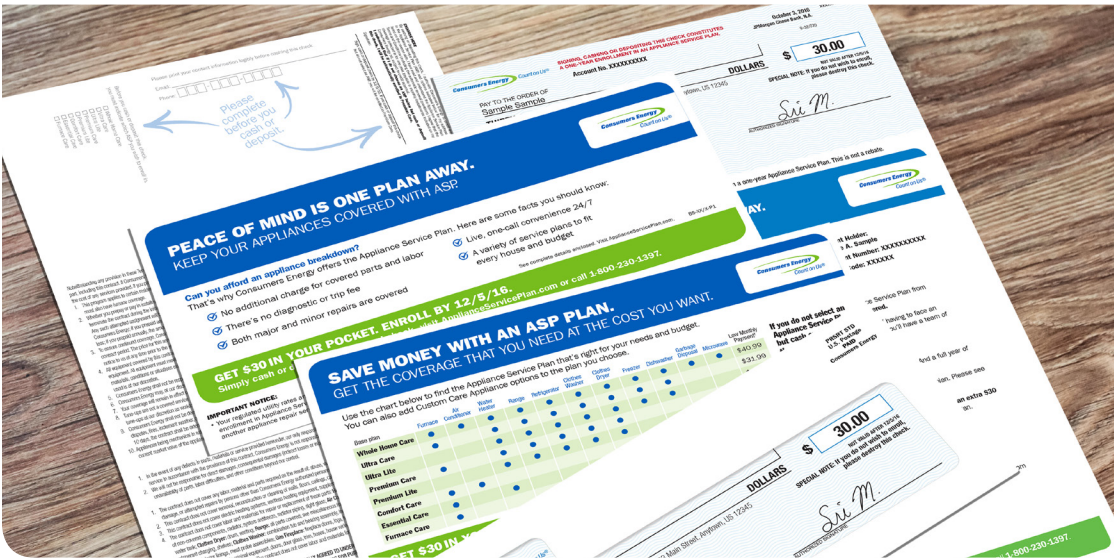
- Develop a new direct mail package and conduct a marketing experiment to prove the new package was really driving a positive business outcome

The Solution

- Develop a more streamlined package to test against the older control package

The Result

- **4,684** new appliance service contracts
- **31%** better than control package



The Challenge

One of the mainstays of the Consumers Energy portfolio of value-added products is its Appliance Service Plan. This appliance protection and repair service covers a range of household appliances, from furnaces and air conditioners to clothes washers and dryers. It's been successfully promoted for 10 years using a direct mail package to Consumers Energy customers.

After a sudden drop in response to the direct mail control package, Consumers Energy asked J&C to develop a new package and conduct a marketing experiment to prove the new package was really working to drive a positive business outcome.

The Solution

J&C developed a more streamlined package to test against the older control package. The new streamlined creative featured:

- A custom outer envelope that used a large pistol window to clearly show a live check.
- A simpler promotional check-letter format that reduced the double-sided, tabloid-sized, bi-fold letter to a single page.
- A buckslip that succinctly outlined all eight Appliance Service Plan base plans.
- New letter copy that encouraged prospects to get started.

The Result

The streamlined direct mail creative led to Consumers Energy surpassing its annual sales goal by more than 17% for the Appliance Service Plan. With J&C, Consumers Energy acquired 4,684 new appliance service contracts and saw a greater return on investment.

Additionally, the new creative package not only outperformed the previously unbeaten control by 11% in a head-to-head test, it was also less costly to produce.

The \$50 monetary incentive outperformed the \$30 control by 31%, one of the strongest-performing offer tests on record.

Overall, the campaign resulted in a great return on investment and a stronger Appliance Service Plan for Consumers Energy.

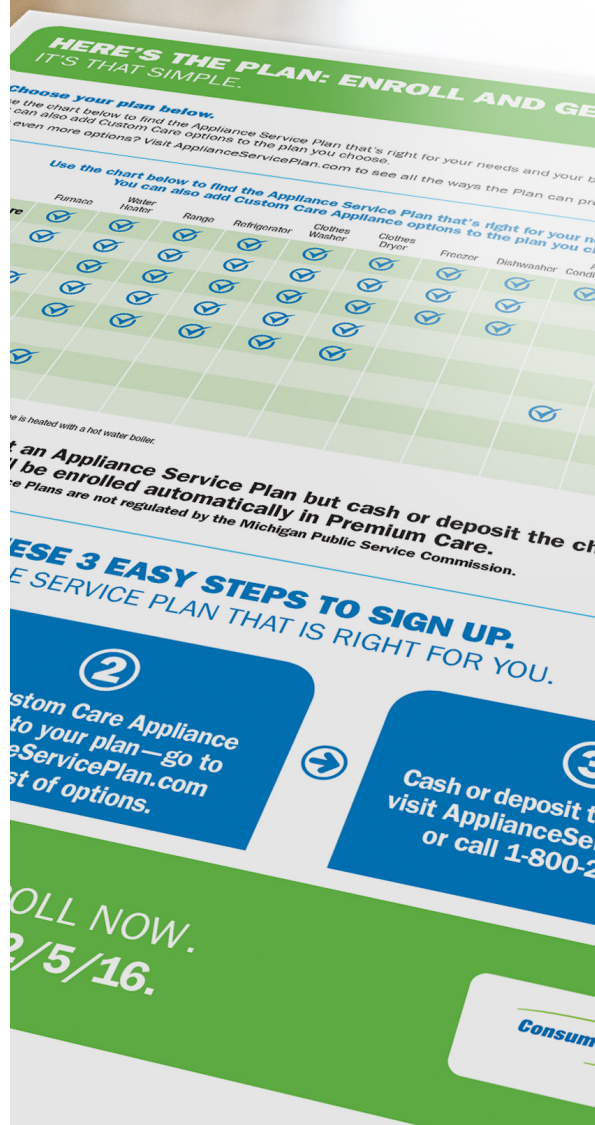
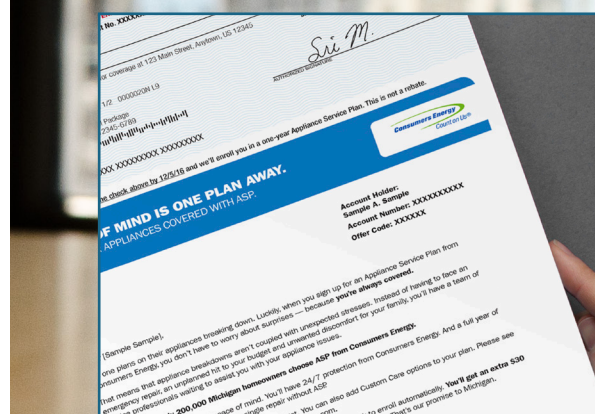
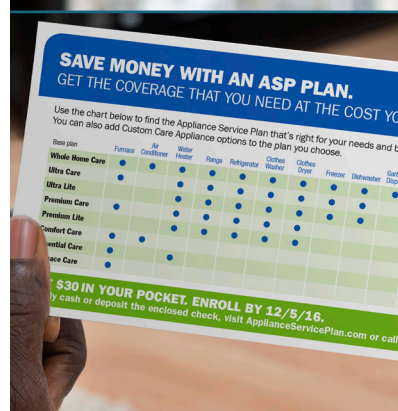
RESULTING IN

4,684

New Appliance Service Contracts

31%

Better than Control Package



JACOBS & CLEVINGER

The J&C Approach

REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

CREATE

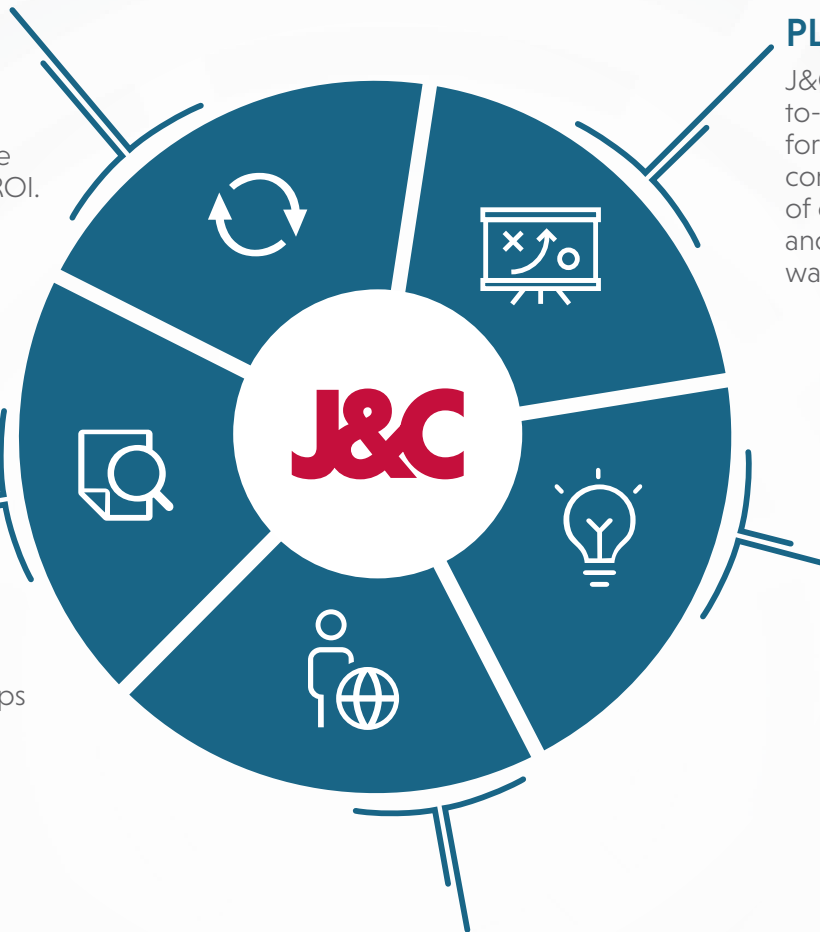
Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.

ANALYZE

By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.



Let J&C Help Unlock Your Marketing Potential

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