

# Hitachi Data Systems – The shoe campaign

## BACKGROUND

Hitachi Data Systems' client base had grown significantly over the past 3 years. However a data mining project revealed the percentage of lagged accounts - those having not purchased upgrades for over 12 months - had doubled over the period. Hitachi needed to increase customer retention and loyalty especially as clients were facing significant challenges in managing the growth of company data. This was made difficult by the fact that multiple channel partners sold original solutions, making Hitachi one step further from the buying relationship.

## MARKETING OBJECTIVES

The marketing opportunity was to re-engage the lagged accounts. Measurement techniques were centered on customer retention and revenue generation through this re-engagement process.

Specific Objectives:

- Re-engage 15% of the high flight risk lagged clients generating \$600,000 in incremental revenue
- Achieve a 1,101% return on investment against gross margin.

## STRATEGY

The strategy was to execute a retention/customer loyalty program that would re-engage Hitachi's highest flight risk clients - those clients running an obsolete data storage platform and had not purchased any upgrades for over 12 months. The target audience consisted of 160 clients.



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## CREATIVE SOLUTION

The challenge faced by clients in managing the growth of company led Hitachi to the core message “Are you experiencing growing pains?” and the big idea of leveraging baby shoes as a metaphor of growing pains.

In conjunction with the agency, a high impact 3D Mail pack was created consisting of a pair of baby shoes. The shoe box was personalised with a branded wrapper and tri-fold brochure explaining the offer and benefits. The baby shoes were unbranded so they could be re-gifted.

## RESULTS

- The high level of cut-through and recall of the creative was critical to the program’s success
- The program allowed Hitachi to restart a dialogue with their lagged customers resulting in \$1.77M in revenue from a \$14K investment (3,454% ROI)
- The ability to address a tightly targeted audience, create a relevant offer and the cut-through and recall of the creative resulted in the initiative overachieving by 300%.

**Open Up To Mail gratefully acknowledges Hitachi Data Systems and ADMA for allowing us to publish the details of this campaign.**

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