

# Origin – Six Hats DM

## BACKGROUND

Around 20% of forecasted sales for Origin were for home-based businesses that were incredibly diverse, ranging from web designers to builders, financial consultants to plumbers. What all of these businesses had in common was that the proprietor wore many hats – they were both Tea Lady and Financial Controller, as well as Customer Service Manager, Filing Clerk and Marketing Manager, with a common attribute that they are way too busy to sit and think about gas or electricity.

Origin needed to cut through the clutter and show that they understood the pressures of a home-based business operator. They developed their EasySaver product specifically for this segment.

## MARKETING OBJECTIVES

- To achieve 2% response rate, which equalled to around 700 calls about the EasySaver product into the Origin's call centre.

## STRATEGY

To achieve cut-through and ultimately a sale, Origin needed to do 3 things:

- Show empathy for the incredibly busy target market.
- Get to the point in presenting them with the offer.
- Make it easy for them to take up the offer.

## CREATIVE SOLUTION

Communication was addressed to one person but with 6 different job titles, so as to represent the home-based business operator who wears many hats.

The envelope had 6 windows, and the letter copy carried six separate names and address markings. The person's name and address was the same across all six, but with completely different job titles.

The letter copy was short and to the point, humorously acknowledging that the target wore many hats at work, which represented the multitasking nature of the home-based business operator.

The offer of 5% discount on their energy if they stayed with Origin for 24 months was clearly communicated, and taking it up required nothing more than a phone call.

## RESULTS

Origin achieved an uplift of 277% in calls. This was an increase of 25 calls per week compared to an average of 9 calls a week from home-based businesses.

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