

Swinburne University of Technology – Swininvite

BACKGROUND

Swinburne University wanted to invite prominent Australian business people to an extremely exclusive dinner and to attend a talk from former CEO of Telstra, Dr Ziggy Switkowski.

The challenge was to create interest amongst the invitees who would often receive such invitations every other day, and get these invitations past the PAs.

MARKETING OBJECTIVES

To get all of the 25 invitees to attend the event.

STRATEGY

The strategy was focussed on determining the best way to reach this audience.

Consumer Insight : I'm extremely time poor. My PA sends me off to these things from time to time and I don't seem to take much away from them.

Brand Insight : Swinburne's biannual At Table dinners are designed to bring together like-minded individuals in a setting that allowed them to interact one-on-one with prominent business people. The inaugural event was hosted by Chancellor Bill Scales with guest speaker Ziggy Switkowski.

Proposition : Your exclusive chance to question Ziggy awaits your confirmation.

CREATIVE SOLUTION

The direct mail piece included a linen note-taking napkin, which represented something original and demonstrated to the invitees just how much they could learn by attending the dinner.

RESULTS

Every person who received an invite attended the dinner. Some even took notes.

Open Up To Mail gratefully acknowledges Swinburne University of Technology, M&C Saatchi and ADMA for allowing us to publish the details of this campaign.

