

himmlisch wohl fühlen | Family SalzburgerLand

www.family-salzbuergerland.com

SalzburgerLand
Ein Kleines Paradies



Postcard, Din A6

Client
SalzburgerLand Tourismus, Austria

Partner
Card Emotion, Austria

Details
SLT is the leading tourism organisation in Salzburg and uses n-CD to encourage German citizens to spend their next holidays in Salzburg. Three different mailings were analysed by the Salzburg University of Applied Sciences to assure, that the new n-CD technology increases response compared to traditional print mailings.

Goal
Analyze the potential of n-CD as an interactive media for the Tourism industry. Market research should give insights about consumer behaviour and acceptance of the technology.

Result
Response rates increased from 8,8 % (print campaign) to 22,2% with n-CD.
According to the market research the new media is considered as an innovative format and is well accepted.
Direct Marketing concepts will use more n-CD features to bring even higher CRM and Multimedia value in the future.



Study Analyses 3 mailing options



Self-mailer
8,8 %



Self-mailer & n-CD
15,5 %
Response rates



n-CD Mailing
22,2 %

Online Incentive
Lottery, first prize was a family holiday for one week in Salzburg.

Conclusion of the market research

Why did you use this CD?

55,56% The region Salzburg was interesting

42,06% I was curious about the content

41,67% The disc made me curious (it's something new)

33,33% Because of the lottery (free vacation)

23,81% I did like Personalisation of the disc

21,03% Because of the bonus content

Would you use n-CD again?

yes 64,9 % probably 32,3 % no 2,8 %

Did we spark your interest in booking a trip to Salzburg with this disc?

yes 55,4 % probably 40,6 % no 4,0 %

Source: Survey of the Salzburg University of Applied Sciences, 2006

Family Winterurlaub

27 Winterferien-destinationen
 • 100% Natur
 • 100% Kultur
 • 100% Erlebnis
 • 100% Entspannung
 • 100% Service
 • 100% Preis

Familie | Erleben | Entspannen

pro Familie ab € 721,-
 (2 Erwachsene und 2 Kinder)

1 click 2 response

Titel Herr Frau Familie

Vorname

Nachname

Strasse

PLZ/Ort

Land

E-Mail

Telefon