

n-CD direct' - New product launch with innovative one2one marketing tool



networked connected disc

Skandia Insurance uses multilevel marketing promotion to address new target audiences Client:



- Skandia is active in 20 countries.
- Sales in 2004 amounted to SEK 98 billion.
- The result was SEK – 139 million.
- Skandia has approximately 5,800 employees.

n-CD Solution Partner:

CardEmotion is a Vienna based agency specialised in n-CD Consulting, Programming and Multimedia design for Sony DADC.

Initial Situation:

Skandia is a provider of long-term savings and pensions. Active in 20 countries worldwide business is done through brokers, banks and other partners. The company does not employ a sales team in Austria.

Challenge:

Address a new target market and achieve high response rates by using an innovative concept for creating brand awareness.

Solution:

All n-CDcards have been preregistered. The application greets the potential customers after the disc is inserted in the drive. n-CD extracts the name from the disc by using the enhanced direct mailing technology which allows to identify every single disc. Multimedia effects are used to promote the new product with a great 'remembrance effect'. High quality incentives come in combination with the n-CD incl. a Caribbean sailing trip as prize. 'n-CDcard is a revolution in direct marketing allowing to promote our NAVIGATOR product very efficiently', says Karin Lang Marketing Director of SKANDIA. 'The cooperation with a Wein&Co, the leading wine retailer in Austria makes sense as we use a strong brand with good market synergies.'



Ihre persönliche Ansichtskarte aus der Zukunft!
Einfach Karte einlegen und gewinnen!

Skandia WEIN & CO

Herzlich Willkommen Frau Lang!

Es freut uns Sie an Bord begrüßen zu dürfen!

Speziell für Sie als Wein & Co Kunde haben wir ein interessantes Angebot zusammengestellt. Eine Kombination von Vorsorge & Genuss!

Vorsorge ist längst in aller Munde. Über die Notwendigkeit herrscht Einigkeit, beim „Wie“ allerdings ist das Spektrum groß. Sorgen Sie jetzt zielsicher vor: **SKANDIA Navigator!** Sie nennen uns Ihr Ertragsziel und wir kümmern uns um den Rest.

Wollen Sie erinnert werden, wenn ein neues Angebot zur Verfügung steht? Geben Sie Ihre E-Mail Adresse ein:

Ich akzeptiere die AGBs

bitte erinnern

Oktober

November

Dezember

So einfach können Sie Ihr Angebot einlösen. Mehr...

Mehr ...

Gewinnen Sie ein Luxuswochenende für 2 Personen im Wert von EUR 1.000,- und nutzen Sie die tollen Angebote von Wein & Co. Nur gültig mit dieser Card!

Zum Gewinnspiel...

EXIT

Results:

Compared to similar paper based direct marketing promotion campaigns Scandia experienced a response rate which was 3times higher than usual! The n-CD campaign's messages were also recalled 50-60% more often having a long-term effect on positive brand recognition and identification. Incentives of different value were offered exclusively through the n-CDcard.

Altogether n-CD creates a positive and innovative product image and brings a high-level of brand awareness.

Solutions by Sony DADC

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