



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



Selfmailer
8,8 %



Selfmailer & n-CD
15,5 %
Response rates



n-CD Mailing
22,2 %



Family Winterfrühstück

- 7 Übernachtungen inkl. Frühstück
- 20-tägige Familienreise im Winter
- Kinderbonus: 100€ Familienbonus, 100€ Ski- und 100€ Wellnessbonus
- Familien-Entspannungsprogramm im Haus oder Ort
- Erlebnisurlaub des Salzburgerlandes (Skifahren, Eislaufen, Schneeschuhwanderungen...)

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

Familie | Erleben | Entspannen

Wir sorgen für einen entspannten und angenehmen Urlaub im Salzburgerland und bieten die größten Urlaubserlebnisse Ihrer CD's. Verlässliche Qualität sowie eine perfekte Serviceleistung, Individualisierung und ganz persönlicher Kontakt. Buchen Sie jetzt Ihre Familienreise mit Bonus, Erlebnisurlaub und ganz persönlicher Betreuung.

Unser Angebot finden Sie unter www.family.salzburgerland.com

1 click 2 response

Anrede Herr Frau Familie

Titel

Vorname

Nachname

Strasse

PLZ / Ort

Land

E-Mail

Telefon

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