

## Direct Mail Case Study

# SAP Business Forum in Portugal

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Sector & Brand: IT and Technology/B2B, SAP  
Country: Portugal  
Campaign Date: 2008

### Background:

#### Who was the advertiser?

Each year SAP organises a Business Forum featuring a keynote presentation from a management guru. This event aims to position the brand among business managers and to establish business contacts.

#### What was the challenge?

The challenge was to make the SAP Business Forum more successful.

#### What were the objectives of the campaign?

- » June / July: inform about the upcoming SAP Business Forum event
- » June / July: raise awareness and generate interest concerning the keynote speaker
- » After summer: call to register at the event and to take action by inviting them to learn more about the event and to register

#### Who was the target group?

Business Managers, Journalists

### The campaign in detail:

#### Which media were used?

The campaign was a cross-media campaign including direct mail and press.

#### What was the mailing approach?

The direct mail message varied according to the target group that was approached (senior business managers, business managers, journalists) and the time (before or after summer).

#### What was the creative concept?

Each direct mail piece had a different headline relevant to the target group:

- » The journalists from the general press received a teasing direct mail piece containing the header: "Reformat the company's ideas regarding management / vision"
- » Managers received a teaser before the summer with "Take the day off"

- » After the summer journalists received a direct mail piece with the header “Having a lot to listen to”
- » Managers received a direct mail piece after summer with the headline “Throw away the old management ideas”
- » Senior managers received a direct mail piece after the summer with the headline “Write the new laws of management”

**The results:**

- » 1,247 registrations to the SAP Business Forum
- » Senior manager participation increased by 134% compared to the previous year
- » Media coverage was valued at €1.2m, double the investment in the event

