

New Product Launch Exceeded Sales Goal by 5 Percent

Standard Process Inc.

THE CHALLENGE

Since 1929, Standard Process has provided health care professionals with high-quality, nutritional whole food supplements. Understanding how nutrition benefits pets, they developed a new line of feline and canine whole food supplements called Veterinary Formulas. When deciding to expand into the veterinary market, they turned to Johnson Direct to develop a strategy to gain brand awareness, build a strong national network of small animal veterinarians, and generate sales for the new products.

THE SOLUTIONS

The process began with a simple, yet effective, testimonial-driven campaign theme, "I have an answer." The multi-channel program revolved around a campaign-dedicated website (a.k.a. microsite). All communications efforts drove targeted audiences to the offer-focused microsite where prospects could submit their requests to receive a free "Better Nutrition Kit." The site also featured links to Success Stories, FAQs and How to Buy.

All campaign components specifically addressed the issues veterinarians face when sourcing, qualifying and choosing nutritional supplements for their canine and feline patients. To best introduce Standard Process' key messages to this busy audience, a series of direct mail pieces (alternating self-mailers and letter packages) were sent out within a three month period, urging prospects to visit www.spveterinaryformulas.com to request their free Better Nutrition Kit. Once on the site, veterinarians were invited to sign-up to receive the Pet Nutrition eNewsletter.

THE RESULTS

The multi-channel campaign quickly generated an impressive number of highly qualified leads for the Standard Process sales team. Despite the typical 9- to 12-month sales conversion timeframe, just two months after the last direct mail piece dropped, the Standard Process sales reps had already converted 20 percent of the leads. To date the campaign has earned Standard Process a significant increase in sales within the veterinary market, and five percent above expected sales growth.

While direct mail was the leading channel to drive traffic to the microsite, the campaign-dedicated site successfully persuaded nearly 50 percent of those veterinarian visitors to request the free Better Nutrition Kit.

The quarterly Pet Nutrition eNewsletter earns an average open rate of 41 percent, and about 40 percent of those who open the issue click on content links to learn more about a particular topic or to visit the Standard Process website.

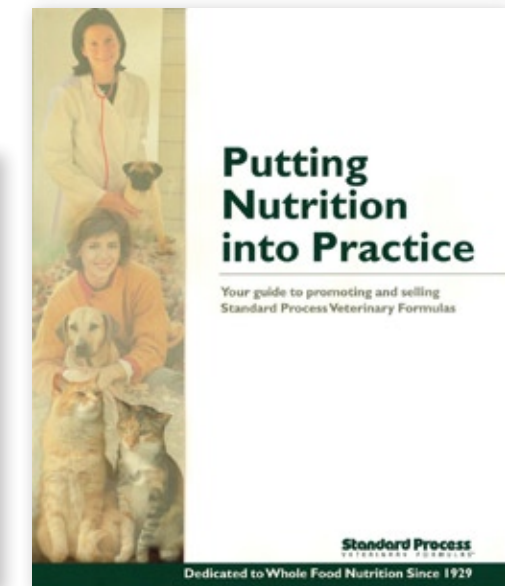
THE TACTICS

- Direct Branding™
- Consulting & Strategic Planning
- Direct Mail Strategy & Copywriting
- E-mail Marketing
- List Research, Acquisition & Database Management
- Sales Literature Strategy & Copywriting
- Microsite Strategy, Design & Development



"Johnson Direct has expanded our new Veterinary Formulas brand in the veterinary market by using a variety of channels that are relevant to our target audience. Every step of the way, they've integrated metrics to enable us to measure how each strategy and tactic has performed. We'll confidently take this initiative national based on the invaluable information we've learned from this pilot program."

– Tammi Geiger
Director of Marketing
Standard Process Inc.



JohnsonDirect.com