



# EasyCrossMedia

**2010**

**Best Practices in Digital Print  
Case Study**

**Project:** Curves of Covington uses PURLs to increase attendance at a New Management Open House.

**Vertical Market:** Retail

**Business Application:** Open house registration/Former member sign-ups.

**Business Objectives:**

- Create added awareness of the Curves in the local community
- Increase membership in the Curves of Covington
- Update contact information and get emails from current and former members
- Determine best hours for fitness center.
- Invite current and former members to Open House

**Results**

Mail pieces were sent to 2053 current and former members.

- Unique visits to personalized URLs: 38 (1.84%)
- Completed surveys: 34 (1.64%).
- Total new memberships acquired: 12(.6%)

**Campaign Architecture**

One postcard containing a personalized URL (PURL) was mailed to each current and former member. Their personalized landing page required email login that directed them to a survey page that asked them :

- (1) their age range
- (2) hours of employment (to help determine possible expansion of fitness center hours)
- (3) if they planned to attend the Open House
- (4) if they were bringing a friend to the Open House.

**Active Members**



Welcome ActiveMemberName,  
We appreciate your membership at Curves and would like you to meet our new management team.

**Open House**  
November 11th & 12th  
*Join us for food, fun and prizes.*

By completing a short survey you can receive a **FREE** 6 week meal and exercise planner to help you with your weight management program.

Email:

[Continue](#)



Dear ActiveMember,  
Thanks for taking the time to update your personal information and completing our survey.  
Bring in this email to redeem for your **FREE** 6 week meal and exercise planner.

**Open House**  
November 11th & 12th

Bring a friend in and receive a free tote bag when they join Curves.

1133 N. Lee Road • Suite 55 • Covington, LA 70433 • 985-871-3972

**In-Active Members**



Welcome InactiveMemberName,  
We appreciate your membership in the past at Curves and would like you to meet our new management team.

**Open House**  
November 11th & 12th  
*Join us for food, fun and prizes.*

By completing a short survey you can receive a **FREE** 6 week meal and exercise planner to help you with your weight management program.

Email:

[Continue](#)



Dear InactiveMember,  
Thanks for taking the time to update your personal information and completing our survey.  
Bring in this email to redeem for your **FREE** 6 week meal and exercise planner.

**Open House**  
November 11th & 12th

Receive a free tote bag when you join Curves.

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## Common Pages

**Curves**

Jane,

Please give us some information so we can better serve you:

**Your age range:**  
20 - 35   36 - 50   51 - 65   66 - older

**Hours of Employment**  
8 am - 5pm   Night Shift   Flexible   None

**Will you be attending Open House?**  
Yes No

**Will you be bringing a friend to Open House?**  
Yes No

**Continue**

**Curves**

Please take a few moments to update some information about yourself:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Continue**

**Curves**

Jane,

We appreciate your time and will send you an email reminder about our

**Open House**  
November 11th & 12th

**Join us for food, fun and prizes.**

The email will also contain your voucher for your  
**FREE 6 week meal and exercise planner.**

### Target Audience and Messaging

Curves fitness center caters to women who want a very structured workout. The circuit training is very efficient and allows busy moms and career women the ability to get a full body workout in about 20 minutes. This Curves franchise had been recently purchased by a local owner whose goal was to re-energize the membership base. The center had been absentee owned for a number of years..

The target audience was a very select list of current and former members of the Curves of Covington. The message of the campaign was to introduce the new owners to the current and former members via the Open House.

### Offer

The offer was a free 6 week meal and exercise planner for filling out the online form. At the open the customer could also receive a free Curves tote bag if they joined the center.



## Creative and Outbound Pieces

The front of the postcard was personalized to each recipient's name and included a PURL. The back of the postcard prominently featured the PURL as well as the offer and invitation to the open house.

Questions encountered when they visited their PURL included:

- What is your age range?
- What are your hours of employment?
- Will you be attending the open house?
- Are you bringing a friend to open house?

### Active Members

1133 N. Lee Rd. Suite 55  
Covington, Louisiana 70433

**See what's new at Curves!**  
Join us for fun and prizes  
**November 11<sup>th</sup> & 12<sup>th</sup>**  
complete the online survey TODAY for your  
FREE 6 week fitness planner.  
Bring a friend in and receive a  
FREE tote bag when they join Curves.

**Curves**  
985-871-3972  
www.firstl

**Meet a workout  
that really works.**

**Open House**  
November 11<sup>th</sup> & 12<sup>th</sup>, 2010  
Take our online survey at  
[www.firstlastname.covi-curves.com](http://www.firstlastname.covi-curves.com)  
to receive a FREE 6 week meal and exercise planner.

curves.com **Curves**

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
KENNER, LA  
PERMIT No. 39

/704334305353/  
6531 48021 7603 380 12 00011  
Cookie Read  
35 Cypress Rd  
COVINGTON, LA 70433-4305

### In-Active Members

1133 N. Lee Rd. Suite 55  
Covington, Louisiana 70433

**See what's new at Curves!**  
Join us for fun and prizes  
**November 11<sup>th</sup> & 12<sup>th</sup>**  
complete the online survey TODAY for  
your FREE 6 week meal and exercise planner.  
Receive a FREE tote bag when you join Curves.

**Curves**  
985-871-3972  
www.firstl

**Lorraine,**  
We want you back stronger than ever!  
Come meet the new owner at our...

**Open House**  
November 11<sup>th</sup> & 12<sup>th</sup>, 2010  
Take our online survey at  
[www.firstlastname.covi-curves.com](http://www.firstlastname.covi-curves.com)  
to receive a  
FREE 6 week meal and exercise planner.

curves.com **Curves**

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
KENNER, LA  
PERMIT No. 39

/704331816241/  
6531 48021 7603 380 12 00011  
Lorraine Meyers  
1124 So. Finney St  
COVINGTON, LA 70433-1816

## Reasons for Success

Several factors contributed to the success of this campaign. The targeted market of the contact list and the familiarity of the Curves brand helped to encourage the response from the participants. The list was segmented into current and former members and the direct mail was versioned to reflect the contact's status. The offer was a highly valued, well known item for this particular market. The geographic area being somewhat limited based on Curves franchisee agreements, helped to facilitate attendance at the open house.

**Client:** Curves of Covington, LA • [www.curves.com](http://www.curves.com) • Curves has a commitment to help women around the world become strong and healthy through diet and exercise.

**Print Provider & Agency:** EasyCrossMedia • [www.easycrossmedia.net](http://www.easycrossmedia.net) • EasyCrossMedia, founded in 2010, is a full service provider of integrated marketing campaigns that include print, internet, email and other methods of marketing communications.

**Hardware:** Konica C6500

**Software:** Accuzip XMPie Udirect; Excel, Adobe Indesign; MindFireInc's "LookWhosClicking"

**Target Audience:** Current and former Curves of Covington members.

**Distribution:** 2053

**Date:** September 2010