

CONSUMERS ENERGY
Omnichannel Campaign
Appliance Service Plan Control Buster
CASE STUDY



Objective

Consumers Energy has been powering Michigan homes for over 100 years.

But homeowners don't immediately recognize Consumers Energy as a source of protection against appliance breakdowns in their home. Maybe their appliances are covered by a store-bought warranty. Maybe they have a protection plan offered by another provider. Or maybe their appliances aren't protected at all.

So how do we:

- 1.) Make Michigan homeowners aware of the Appliance Service Plan from Consumers Energy
- 2.) Get them to enroll
- 3.) Convince them to pay an additional monthly expense on top of all their other bills?

It would take some major marketing power to answer all these questions.



Custom Photo Shoot Images

Target Audience

Michigan homeowners who are current Consumers Energy customers, but are not enrolled in the Appliance Service Plan.

Marketing and Creative Strategy

The strategy started with direct mail. We developed an 8-cell mailing matrix jam-packed with seasonal, Michigan-specific messaging.

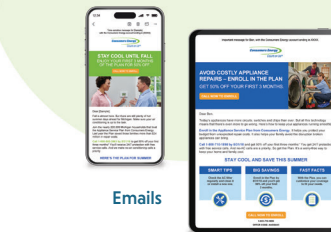
The #11 outer envelope had a hot note that peeled off to reveal the offer. Inside, the letter included a live \$50 check the recipient could cash. Doing so would enroll them in the Appliance Service Plan. There was also a list of quick tips for helping your appliances last longer. The package included a buck slip that explained the different coverage options in an easy-to-understand chart.

But getting Michigan homeowners to respond was going to take more than a strategically planned direct mail package.

We supported the offline effort with an extensive digital campaign featuring an email stream, animated banner ads and a series of three informative video shorts.

(continued)

Entire Omnichannel Campaign



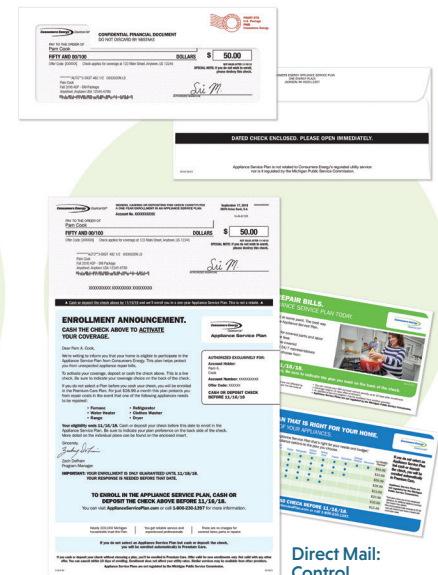
Animated Banner Ads



Photoshoot



Brochure



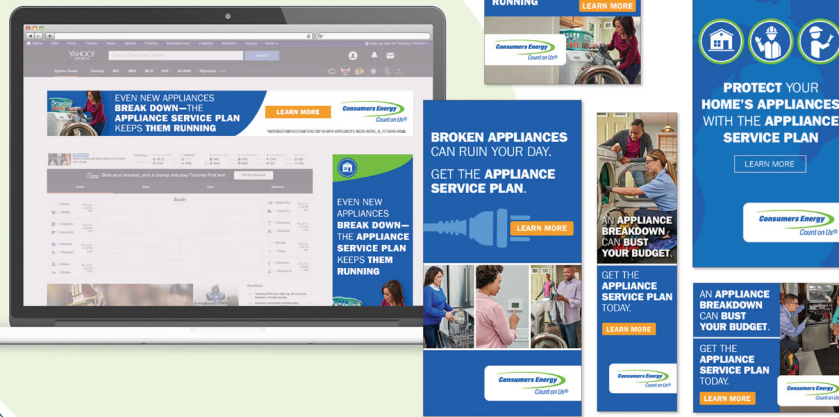
Direct Mail: Control

Marketing and Creative Strategy (continued)

To top it all off, we directed an on-location photo shoot. The imagery helped refresh the overall look of Consumers Energy's print and digital assets. This new component gave the brand a sleek, cohesive look used on a variety of marketing materials.

But did this effort reshape Consumers Energy in the minds of Michigan homeowners? Would they trust their energy provider to also protect the appliances in their homes?

Animated Banner Ads



Videos

Emails

Direct Mail with Hot Note



Results

The client forecasted a response rate of 0.35% for the winter DM campaign.

Did we hit it? YES... and then some.

Our 0.52% response rate blew them away — that's almost 50% more than the projected numbers. Not to mention, the best-performing cell came in with an impressive 2.31% response. The spring wave did just as well, also coming in with a response rate of 0.52%. Plus, the best-performing cell in spring had a campaign-best 2.5% response.

When it was all said and done, this omnichannel campaign helped make it the best year ever for the ASP program.

But don't take our word for it.

Ask our client: *"Beat last year's numbers and hit ASP's targets. Great work!"*

