
TELEKOM SHOP

VERTICAL MARKET: Retail / Telecommunications

BUSINESS APPLICATION: Direct Marketing / Traffic Generation

BUSINESS OBJECTIVES

Telekom Shop Vertriebsgesellschaft is the retail arm of Deutsche Telekom AG, the largest supplier of business and consumer telecommunications services in Germany. They wanted to demonstrate the defining characteristics of a world-class cell phone company in a marketing campaign targeted at very small businesses - friendly relations with customers and outstanding customer service.

The campaign objectives were:

- to attract new customers to a nearby Telekom Shop for a consultation on their business telecommunications needs
- to make customers feel that they were getting the best advice from the earliest stage by approaching them as individuals

RESULTS

The direct marketing campaign used personalized maps which strengthened the Telekom branding and its retail presence for small businesses. The use of personalized maps showing a unique route between the recipient's address and the nearest shop ensured that the data was clean and individualized for each recipient. Exact figures for the number of business consultations the campaign generated were not disclosed although the client was said to be very pleased with the results.

CAMPAIGN ARCHITECTURE

The campaign used direct mail featuring a large, high quality, digitally printed brochure. The brochure was folded twice to extend over six pages. The resulting surface was relatively large and allowed the agency to display its message very prominently by carefully arranging pictures and headlines.

Telekom Shop Personalized Maps

The inside spread of the brochure displayed a 20 cm square map (about 8 inches) showing a driving route from the recipient's business address to the nearest Telekom Shop. The style of the map was very similar to a typical Google or other web-based map except the destination was identified with the Telekom "T" logo and the route itself was highlighted in Telekom Shop's corporate magenta brand color.



The right-hand side of this spread included a personalized business card glued on to a large background image. As well as the customized contact details for the particular Telekom shop shown on the map, the business card featured relevant customer data including a unique ID number. If customers decided to respond to the invitation for a personal appointment, they had immediate access to all the necessary information in one place.

The reverse side of the map included directions and a personalized letter printed on slightly thicker paper. The creative agency for the campaign gave a very practical reason for this: the thicker paper gave a higher quality appearance and made it easier for customers to use the personalized map as a guide whilst driving to the shop.

TARGET AUDIENCE

12,000 German companies in the VSE (Very Small Enterprises) segment within 15 km (9 miles) of a Telekom Shop.

REASONS FOR SUCCESS

The principle reason for success in this campaign was to make a major feature of a personalized map in a large, high quality direct mail piece. The personalized map fulfilled several roles:

- it emphasized that Deutsche Telekom has a local retail presence which is useful for in-person business consultations
- it provided a convenient aid to enable a customer to drive to their nearest Telekom Shop for a one to one consultation
- it reinforced the personalized service and high quality advice that Telekom Shop customers could expect

CLIENT	Telekom Shop Vertriebsgesellschaft mbH http://www.telekom.de/ The German Telekom AG is one of the world's leading service companies in the telecommunication and information technology industry.
GEO DATA AGENCY	locr GmbH http://www.locr.com/ locr is Europe's leading provider of individualized maps and other geo-related products for direct marketing and photo finishing applications.
CREATIVE AGENCY	Mangold & Mangold Unternehmenskommunikation GmbH http://www.mangold-mangold.com/
PRINT PROVIDER	MEILLERGHP GmbH http://www.meillerghp.com/ MEILLERGHP is a direct marketing solutions provider formed from the merger of meiller direct and the direct mail business of Swiss Post Solutions. It operates in 7 European countries.
HARDWARE	Xerox iGen3
SOFTWARE	locr personalized maps
TARGET AUDIENCE	Very small business customers within a 15 km driving distance of a range of retail locations
DISTRIBUTION	12,000
DATE	Summer 2011