

ADMA case study – BMF

Direct mail delivers a targeted response



How we helped BMF find the best of the best

Advertiser:

BMF

Agency:

BMF

Industry:

Advertising

Campaign purpose:

Recruitment and brand positioning

Media used:

Direct mail via Express Post

November 2012

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BMF sent out a flat-pack seat, which folded out to form a sturdy stool.

Background

How do you identify and recruit future advertising industry stars? This was the challenge that Australian advertising agency BMF set itself with its graduate program.

The agency was on the hunt for individuals who could make something ordinary extraordinary: people who would actually do something with their agency seats, not just sit down in them.

Objectives

BMF wanted to hire the most creative graduates from the Advertising Federation of Australia (AFA) class of 2010.

Strategy

Instead of relying on an interview process, the agency decided to contact the candidates directly and set them a creative task that would allow each graduate to demonstrate their talents.

Solution

Using direct mail, BMF sent 49 flat-pack seats to AFA graduates. "We delivered the flat-pack seats to students all over the country, using Express Post," says Alex Caredes, director of business development at BMF.

Each seat came with a quirky challenge: recipients were required to make something creative from the seat. The message contained in the flat pack read, "Do something amazing with this seat. It could lead to a real one at BMF."

The agency integrated their direct-mail recruitment campaign with an online feedback mechanism. Candidates were asked



to send an email to the agency, attaching photos, video, text and audio of their seat-based creations. All entries were to be uploaded to BMF's blog.

The flat-pack seats were transformed into items such as a race hat, a chair for charity, a piñata, an asteroid, a stencil chair and one graduate even managed to get national television exposure for his seat.

The agency blog was kept fresh with regular campaign updates and feedback, as well as the graduate submissions.

Results

From just 49 packs sent, BMF achieved a 106 per cent response rate – as some graduates applied more than once. There were 52 uploads and the campaign also garnered 17,749 hits to the BMF blog.

Most importantly, BMF recruited seven future stars of the advertising industry into the BMF graduate trainee program.

"We delivered the flat-pack seats to students all over the country, using Express Post."

This direct-mail campaign was delivered using Australia Post's Express Post service. For more information, visit auspost.com.au, call 13 11 18 or speak to your Client Sales Executive.

This customer story is based on information provided by BMF and illustrates how one organisation has used Australia Post's Express Post service to deliver a Direct Mail campaign. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.