

Entry Form



ENTRY DETAIL

Entry Number: 15-FPS-1326

Category: Financial Products and Services

Entry Title: New Frontiers

CLIENT INFORMATION

Advertiser/Client Name: Nuveen Systems

MEDIA CHANNELS

Direct Mail: 2 elements mailed.

E-Mail and Instant Messaging: 1 elements uploaded.

Web Advertising: 1 elements mailed.

Website: Website URL is for campaign URL only (if applicable):
www.nuveen.com/newfrontiers

Consider for the ECHO Search Engine Marketing Award: no

Country where program ran: USA

Date program started/ended:

Direct marketing campaigns that were produced, completed, and response results tabulated from October 1, 2006 through March 31, 2008 are eligible for entry in the 2007 DMA International ECHO Awards Competition. The program could have run longer; however, results must be for the specified dates only.

The campaign launched in August 2004

Product Description: (limit 50 words)

Briefly describe the primary product or service.

Nuveen Investments is a premier investment management firm that specializes in Mutual Funds, Closed-End ETFs (Exchange-Traded Funds), and Asset Management.

STRATEGY

Marketplace challenge: (limit 375 words)

Provide a concise description of the marketplace and the role of the product or service within the marketplace. Description should briefly recap industry trends, the competitive environment, and brand positioning.

Nuveen Investments relies on independent financial advisors to recommend and sell its products. This target audience is time stressed and bombarded with information about financial products, business practices, market

trends, and more from a great many aggressive marketers. With thousands of articles and hundreds of places an advisor can turn for necessary information, he or she needs a 'choice editor' -- someone to pick the 'best of the best'/ the most relevant articles and present them consistently in a convenient fashion. Nuveen decided to position itself as this information manager' through a new advisor program called New Frontiers, an online resource created exclusively for 'Advisors Who Lead the Way.' Through this program, advisors can get ready access to information, tools, and solutions they can trust. Moreover, the value of the program adds value to the advisor's relationship with Nuveen... which can translate to increased recommendations and sales. Our challenge was to cut through the jungle of competitive messages that surround our target audience and introduce the New Frontiers program in a way that would engender quick trial and registrations.

Target audience:

Business-to-Business

Define the audience: (limit 100 words)

Who were you trying to influence?

5,433 financial advisors were targeted. Selection was based on a strong history of working with Closed-End ETFs or a propensity to sell Closed-End ETFs. These advisors are constantly searching for new, smart, and practical information on financial markets and products. Often, their clients work with multiple advisors, and the advisor with the best recommendations (fastest) is the one who wins the business. These people are also looking for ways to work better, faster, and smarter through new tools and best practices.

Size of target audience:

1,000-9,999

Marketing strategy: (limit 375 words)

Please include your objectives and rationales.

Our objective was to develop direct relationships with financial advisors through the successful launch of the New Frontiers program. Specifically, we aimed to get 5% of our targeted advisors to register for New Frontiers. It's one thing to tell advisors about the benefits of the New Frontiers program -- but quite another thing to actually show them. This target group gets plenty of communications from financial services marketers already, and quite often they 'tune it out'. We had to make sure that our communication was seen as something special. So we sent an elegant package featuring a CD-Rom with simple directions to launch the New Frontiers Website. A CD-Rom has perceived value in itself, and it arouses curiosity. Moreover, the new Frontiers CD-Rom made program trial extremely easy. The CD-Rom mailing was followed up with a reminder postcard three weeks later. This card highlighted the Web address and reminded advisors to register. Three weeks after that, an email message

went out to all non-responders urging advisors not to miss out on their registration opportunity and included a link to the New Frontiers site.

Marketing tactics: (limit 500 words)

Include your offer, timing, and media.

The campaign launched August 5, 2004 with the mailing of a CD-Rom that linked to the New Frontiers Website. The site went live that same day. All advisors were provided with a unique Advisor Code that was imprinted on the CD cover/brochure. When they reached the New Frontiers site landing page, they were asked to log in with their code (allowing us to track by individual advisor). After three visits to New Frontiers, advisors must register with Nuveen and provide a username and password. There were no extra incentives for registration. A follow-up postcard to non-responders dropped August 26, 2004. This card also carried that Advisor Code and instructed recipients to visit www.nuveen.com/newfrontiers and log in with the code. Finally, an e-mail push was sent to non-responders on September 15, 2004. Again, the advisor's log-in code was provided and the advisor was urged to click on the Website link to visit New Frontiers.

CREATIVE

Creative strategy: (limit 500 words)

Describe why and how the creative idea was compelling to the target audience. What was the central message and why was this chosen?

The creative material had to break through the clutter of competitive message that barrage financial advisors daily. We need to make our communications stand out in tone and format to catch attention and motivate action. the first thing we did was subtle, but extremely important. We positioned New Frontiers as 'For Advisors Who Lead th Way.' Leadership is a highly desired quality among financial advisors... and especially among the more ambitious advisors with whom Nuveen would like strong relationships. the idea of leadership is quietly woven through all materials. The communication pieces were designed to be elegant, understated, and simple. 'Elegant and understated' are nothing new for this audience. However, 'simple' is. We wanted the New Frontiers site to do all the talking, so copy was brief and focused on getting advisors to experience the site themselves. With respect for the time-challenged target audience, copy points were made quickly, often called out with bullets. Among these points, we made sure to reference 'insights on closed-end ETFs' which is a subject most advisors want to know more about -- and a subject upon which Nuveen is a recognized authority. The first mailing carried a CD-Rom and included a high-quality die-cut CD holder/brochure. The advisor's log-in code was imprinted on the envelope and the brochure for ease of reference. All other communication included the Advisor Code near the Website address to facilitate the log-in process.

RESULTS

Results: (limit 325 words)

How effectively did your campaign meet your objectives? Please quantify with as much numeric detail as possible, and show how the results relate back to the stated objectives (e.g., response rate, cost per acquisition, average gift size, etc.). Index formats are acceptable, but must be defined. You may, if you wish, express results as a percentage improvement over control or previous campaign (e.g., mailing outpulled control by 25%, cost-

*per-lead decreased by \$5,00 or 30%, etc.). Please be sure to include why these results are noteworthy for your industry. Supply only information related directly to this program. All monetary figures must be stated in U.S. dollars. **The more specific you can be, the better your chances for receiving higher scores from the judges.***

This program proved to be a fast success! In just two weeks after the initial mailing we had reached 80% of our program registration goal for the entire year. In addition, we found that advisors were spending considerable time viewing multiple pages and reading articles -- exactly what we had hoped for. To date, the campaign has yielded a 7.5% response rate (50% greater than target). The full impact on Nuveen sales is yet to be measured. Advisor relationships take time to build, and it will take more time to evaluate incremental sales from new Frontiers registrations. However, signs look very good. Qualitative feedback from the advisors themselves and the Nuveen sales force has been extremely positive.

Total Cost: *Total cost (in U.S. dollars) to create and deliver advertising in this specific campaign. Please specify what is included and whether this is a test or rollout. Specifics are preferred but at minimum indicate the appropriate range.*

Rollout - 100,000-250,000

State any additional reasons why you consider this program to be outstanding and deserving of an ECHO award: (limit 100 words)

This campaign overcame the communications overload that boggles overworked financial advisors -- and generated overwhelming positive response. Positioning the New Frontiers program as the 'information editor' for advisors who lead the way hit a responsive chord among our targets. Within three months of the program's launch, Nuveen had received 150% of their anticipated registration for the entire year!

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FILE UPLOADS

- New Frontiers.jpg (0.44 MB)
- New Frontiers_landing page.doc (0.10 MB)