Alegent Health – Prenatal Support
VC webkey solution yields a 23.3% response rate for prenatal education website.

“The utilization of the VC webkey gave us an innovative way to connect with expectant parents. The landing page on our website provides helpful information, access to pre-registration and much more.”

Marketing Manager at Alegent Creighton Health.

The Client
Alegent Health is the largest not-for-profit, faith-based healthcare provider in Nebraska and southwest Iowa with 11 acute care hospitals, a specialty spine hospital, freestanding inpatient psychiatric and skilled nursing facilities and more than 100 Alegent Creighton Clinic locations. With a commitment to providing high-quality care and an exceptional patient experience, Alegent Creighton Health physicians and employees are focused on caring for the body, mind and spirit of every person.

The Challenge
With a robust maternity website, the challenge Alegent faced was finding a non-intrusive and intuitive way to promote their maternity services, prenatal education support tools, and the opportunity for expecting parents to pre-register at one of their hospitals. The objective for the campaign was to position Alegent as a prenatal educational partner and encourage expecting parents to pre-register for delivery at one of Alegent’s hospitals.

Our Solution
VC’s agents collaborated with Alegent on a dynamic campaign featuring the VC webkey solution. The VC solution was distributed to expecting parents by their OBGYN during their prenatal visits and seamlessly drove them to the dedicated Alegent prenatal support website.

The Results
The campaign resulted in an engagement rate of 23.3% and a significant spike in Alegent’s marketing ROI.

To find out more visit digital-key.co.uk

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Callaway Golf
B2B new product launch piece achieves a 17.5% response rate.
Callaway Golf

“We were looking for a way to engage with our retail partners and drive them to our media site to find updated product materials. The VC webkey was the perfect tool to attract their attention and drive them to action.”

Manager, Marketing, Callaway Gold | Odyssey.

The Client
Callaway Golf manufactures and sells golf clubs, golf balls, apparel, footwear and accessories in more than 110 countries worldwide. Through an unwavering commitment to innovation, Callaway products and services are designed to deliver advanced technologies that help golfers of all abilities find more enjoyment in the game.

The Challenge
Callaway Golf was introducing a new product line to their retail partners. The solution needed to grab the retailer’s attention, as well as easily connect them to online materials.

Our Solution
In collaboration with Callaway, VC’s Agents designed an interactive drive-to-web solution. Incorporated into a new product launch kit and delivered via direct mail, the VC webkey allowed retailers to seamlessly and conveniently access online resources, including product and promotional materials. The solution helped the brand rise above promotional clutter and gave the recipients control and accessibility of critical materials.

> The Results
To date, the VC B2B new product launch piece achieved a 17.5% response rate.

To find out more visit digital-key.co.uk
DMA – Ticket to innovate
VC pico webkey creates seamless drive to online innovation agenda.

To find out more visit digital-key.co.uk

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The Client
The DMA have been leading the way in direct marketing and helping the industry do better business since 1992. At the heart of what they do is their members. There are more than 1,000 members across the UK, including agencies, list brokers and mailing houses, as well as blue-chip corporations such as BT, Sainsbury’s and Lloyds TSB.

The Challenge
The Direct Marketing Association required a unique invitation to conjure intrigue for their upcoming Innovation Summit to be sent to representatives from a variety of leading media agencies.

Our Solution
The slim invitation, featuring the DMA’s clear branded artwork, incorporated a VC webkey which drove directly to a specially designed site where attendees could view the summit agenda and get a taste for the event through watching preview videos and reading further information.

The Results
The invitation gave recipients the opportunity to forward the event’s website onto colleagues that may be interested; generating a great deal of awareness for the summit. The piece provided an example of pioneering print and cross media marketing, giving attendees a sample of the innovative ideas that would be featured at the event.

To find out more visit visiblecomputing.com
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Harlequin – The Returned
Reader engagement soars with custom flash memory solution.

No one knows how or why this is happening... is it a mistake? Or a sign of the end?

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The Client
Harlequin is one of the world’s leading publishers of books for women, with titles issued worldwide in 31 languages and sold in 110 international markets. Offering women a broad range of reading from romance to bestseller fiction, from young adult to erotic literature, from nonfiction to fantasy, and more, Harlequin is unique in the publishing industry.

The Challenge
Harlequin’s goal was to increase the level of reader engagement and awareness of THE RETURNED, Harlequin MIRA’s high-concept literary debut of 2013. The aim was to drive consumer engagement and awareness.

Our Solution
The piece has been designed to deliver the ‘ultimate consumer journey’ by creating captivating experiences that take consumers on an enhanced journey from print, to rich media, to the web and beyond. This format allowed Harlequin to choose from a number of different functions available including delivery of high-quality video, audio, applications, documents and files into the hands of the final user while driving them seamlessly online. The piece became an effective way to give buyers information about upcoming books, inspiration behind the books and a digital advance reading copy in a convenient and innovative manner.

The Results
With a response rate of 11%, this bespoke solution enabled Harlequin to efficiently leverage publicity and marketing, while creating an entertaining and enriched experience for their customers. To find out more visit visiblecomputing.com
“VC’s agent exceeded every expectation we had with this project. Not only were they incredibly accommodating on, what was for us, a new initiative and accepted those challenges and still delivered a product that was better than we could originally have hoped”, said the Assistant Project Manager at Harlequin MIRA. “We are absolutely impressed with their professionalism, competency and efficiently and look forward to working with them again”

Assistant Project Manager, Harlequin MIRA.

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Microsoft
Physical to digital approach halves cost-per-response.

To find out more visit digital-key.co.uk

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The Client
The Microsoft Partner Network was created as a beneficial system to help serve the needs and requirements of exclusive Microsoft Partners. The Network is dedicated to creating a strong identity for the partners; providing them with the opportunity to download marketing assets, receive training and gain technical support.

The Challenge
Microsoft's objective was to encourage existing partners to upgrade to a higher level of paid membership to receive further benefits including flexible training options and advanced marketing resources. With the aim of targeting existing Microsoft Partner Network members, the client was aware that this technologically-attuned audience were receptive to exciting innovations, thus a unique approach towards them upgrading their membership was required.

Our Solution
VC's Agent worked with April Six to develop a bespoke mailing campaign, featuring a VC webkey which plugged into a computer USB port to seamlessly drive to a sign-up portal promoting the benefits of upgrading. A test mailing using a print-only piece was run in tandem, enabling Microsoft to accurately gauge the effectiveness of the VC webkey against a standard direct mail format.

The Results
As well as achieving a stand out response rate of 24%, the VC webkey mailing halved the cost per response of the traditional print mailing, demonstrating that investing in VC innovation drives superior campaign ROI.

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The Challenge

The Print 2.0 campaign was devised by the OgilvyOne production department to showcase innovative print technology to creatives across the agency group. VC’s Agent worked with OgilvyOne to develop a unique invite for the event designed to drum up excitement and awareness and provide an example of pioneering print.

The Client

The Print and Design Awards were holding their annual event to acknowledge print companies that embrace quality and creativity in production.

Our Solution

The tongue in cheek creative created a teaser for attendees to discover ‘Print as mind-blowing as a tiger riding a shark’. The invite incorporated a VC webkey which drove directly to a personalized site where prospects could view the agenda, details and sign up for workshops.

The Results

The Cross Media category is awarded to a campaign that demonstrates excellence in combining print, digital technology and variable data. Ogilvy One and VC’s Agent teamed up to produce the Print 2.0 campaign, which scooped the award for best Cross Media.

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To find out more visit visiblecomputing.com
P&G Pampers – Splashers™
VC webkey makes a splash with 12.3% response rate.

The Client
Procter & Gamble is a multinational manufacturer of personal care, household cleaning, laundry detergents, prescription drugs and disposable diaper products. Pampers is a $7 billion brand, the global leader in the disposable diaper category, and is Procter & Gamble's largest brand.

The Challenge
The Pampers brand was looking for a way to engage their target audience with the Splashers™ Swim Pants brand prior to the summer swimming season and drive traffic to the product website.

Our Solution
VC's Agent developed a parents' swimming safety guide for Pampers using the VC webkey format. It included swimming safety tips from the Swim for Life Foundation, a discount coupon, and unique knowledge wheels that communicated the Splashers Swim Pants unique features and benefits. The VC webkey was used as a mechanism to drive consumers to a dedicated website for Splashers™ Swim Pants.

Distribution was identified, negotiated and executed by VC's Agent, targeting entertainment resorts and leisure centers during the enrollment period for toddler spring/summer swim classes.

The Results
The client hoped that 5% of all recipients would visit the website using their VC webkey. However, the VC webkey far surpassed their expectation with a whopping 12.3% response rate!

To find out more visit digital-key.co.uk

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Tibotec Therapeutics – Prezista
Launch campaign generates 40.3% response from physicians.
The Client
Tibotec Therapeutics, a division of Centocor Ortho Biotech Products, is an international pharmaceutical company specializing in accelerating discovery and development of breakthrough drugs in the HIV/AIDS and other therapeutic disease areas. Manufactured by Tibotec Therapeutics, PREZISTA is designed to prevent HIV from multiplying in your body.

The Challenge
Tibotec Therapeutics wanted to provide healthcare professionals with a dynamic tool that would allow them to access critical information online.

The online detail needed to succinctly educate healthcare professionals on the epidemiology and diagnosis of the HIV-1 infection and the role antiretroviral therapy can play in the management of patients dealing with HIV-1.

Our Solution
Integrated Communications Corporation (ICC) partnered with VC’s Agent to create an innovative marketing solution for PREZISTA, which instantly connected recipients with Tibotec Therapeutics’ campaign microsite when plugged into a computer USB port.

Upon its launch in September 2009, this intuitive engagement tool was used as a measurable sales aid by Tibotec representatives. In addition to being rep-delivered, these packs were distributed during the 2009 ICAAC convention – where more than 10,000 physicians, researchers and healthcare professionals from around the globe were gathered.

> The Results
The solution provided healthcare professionals with a convenient access point to dynamic, web-based content and as a result, the success of the PREZISTA VC webkey campaign was astounding, tracking over 40% response rates with an 11.8% repeat plug-in rate!

“We are very excited with the results to date. This innovative tool provides us with the flexibility to change content quickly and stay current with the needs of our customers.”

Brand Manager, Tibotec Therapeutics.

To find out more visit digital-key.co.uk
Treehouse Labs – bikn
VC pico webkey achieves a 21% response rate.
Treehouse Labs – bikn

“The VC Pico webkey was a great way for us to tell two stories. The form is innovative and communicates progressive thinking, whilst the function enabled us to drive two separate audiences to two different websites.”
Chief Marketing Officer, Treehouse Labs.

The Client
Treehouse Labs is an innovative IP (intellectual property) and new product development company using a highly integrated approach to deliver seamless, low-power wireless sensor networks.

The first application of this technology is BiKN for iPhone, a Made-for-iPhone Apple app accessory that enables consumers to use their iPhone to find their stuff and for their stuff to find their iPhone. BiKN for iPhone works whether the phone is on, off or out of battery.

The Challenge
Treehouse Labs was introducing its new company and product to prospects at the 2012 International Consumer Electronics Show in Las Vegas, NV. They sought a marketing solution that could speak to both B2B prospects and consumers and have longevity beyond the trade show.

Our Solution
The VC pico webkey buckslip design was the perfect fit as a tradeshow booth marketing tool. It serves as a conversation starter, allowing for a quick pitch at the booth with product design, message points and the VC pico webkey all visible on the piece. Particularly for this client, the slim and streamlined design supported Treehouse’s innovative and technological nature.

> The Results
To date, the VC pico webkey has driven a 21% response rate.

To find out more visit digital-key.co.uk
Velux – VC slim webkey
17.9% response for VELUX’s sustainable solutions.

To find out more visit digital-key.co.uk

Our Solution
VC’s Agent worked alongside Hush Communications, the agency who developed a unique mailing piece designed to create intrigue for VELUX’s variety of architectural services online.

The mailer included a VC webkey, which when plugged into a computer USB port, instantly launched an online showcase of VELUX’s services and examples of their work on energy efficiency.

Furthermore, the custom-made VC webkey provided strong brand identification for the company whilst reflecting VELUX’s minimalist style and showcasing its dedication to sustainable solutions.

The Client
VELUX is a forward thinking company whose values are built on daylight and fresh air. Sustainability influences everything they do and this is reflected in their products and the unique solutions they offer to consumers and housing professionals.

The Challenge
VELUX needed an innovative way to increase awareness of its products and services amongst leading architects.

The objective was to create a simple, original solution that demonstrated the client’s broad range of products and highlighted VELUX’s ability to tailor its services to individual needs.

> The Results
The solution successfully showcased VELUX’s designs, providing easily accessible information and extending its influence amongst leading architects. The direct mail campaign has been running for 12 months and is continuing to generate leads for VELUX. The latest campaign data revealed a striking 17.9% response rate.

To find out more visit visiblecomputing.com

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Verizon
11% response within two weeks for In-Home Agent drive.

Verizon Communications is a global leader in delivering broadband and other wireless communications services to mass market, business, government and wholesale customers. The bundled communications service, Verizon FiOS, was the first to offer fiber optic to the home.

The Challenge
Verizon wanted to increase awareness among existing FiOS subscribers about its In-Home Agent - an automated tool that eliminates the need to call a support line for help. The objective was to put the customer in control through an application that was easy, fast and effective - in turn, promoting interest in the product and enhancing the FiOS broadband service experience.

"We want to get as many of our customers as possible to use the self-help tool so they can take advantage of the benefits it provides. The VC webkey helps us do that by making it very easy for customers to go directly to the download site and get the application."

Vice President of Regional Operations, Verizon.

Our Solution
VC's Agent worked with Verizon FiOS to create an innovative direct mail solution. The piece included a VC webkey which when plugged into the USB port of a computer, instantly opens the In-Home Agent download page. In one click the setup is started, and the application is ready for use. The Verizon VC webkey made it easy for customers to access and digest the information they needed to get started, and then seamlessly download the In-Home Agent desktop tool.

The Results
VC's In-Home Agent mailing piece achieved an 11% response rate within the first two weeks of the campaign.

To find out more visit digital-key.co.uk

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The Client
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