



Case Study: Appleton

# Carbonless Sheets Lead Generation Campaigns

**Directions**  
Marketing+Packaging  
Strategic Creative  
That Connects

## Business Situation/Challenges

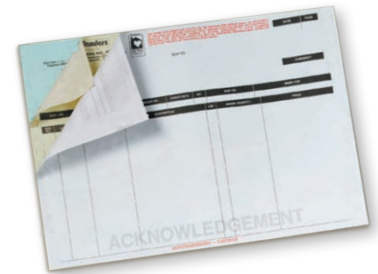
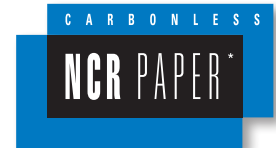
Since helping to introduce carbonless papers in 1954, Appleton has remained the leading manufacturer with NCR PAPER\* brand. With its established distribution channels, however, Appleton had little direct contact with printers who were the end users of their products.

Among the key challenges:

- Finding efficient, cost-effective ways to build relationships with these end users that would generate high-quality sales leads and strengthen customer loyalty
- Supporting the paper merchants in the distribution channel without requiring or relying on their involvement

\*NCR PAPER is a registered trademark licensed to Appleton.

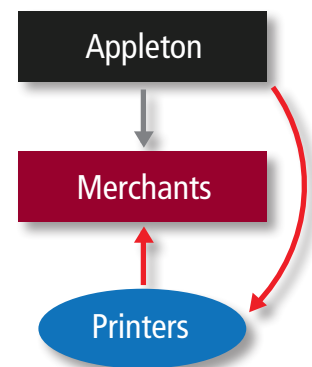
APPLETON



## Strategy

The Directions and Appleton teams developed a comprehensive approach to:

- Communicate directly with existing customers and with prospects who were using competitive products
- Develop methods for identifying competitive users, qualifying them and funneling them as leads to the Appleton sales force
- Build brand loyalty through direct marketing that engages and rewards end users
- Generate pull-through to paper merchants from end user demand
- Create a foundation for ongoing segment-specific communications



## Tactics

Directions developed a sports-based concept, *Team Appleton*, as a means of building a printer community while tying Appleton to NCR PAPER\* brand products. Programs include:

- Developing ongoing integrated postal and e-mail campaigns and public relations efforts built around a *Team Appleton* microsite
- Offering valuable information, promotions and other incentives that have been tested for response potential
- Capturing demographic information and printing/buying habits from respondents
- Using acquired information for ongoing improvement by refining messages, enhancing the value of *Team Appleton* membership, and increasing response rates



**Elements:** Direct Mail | E-mail | Microsite | Online & Print Advertising | Newsletters  
Contests & Promotional Offers | Sampling | Public Relations | Ongoing Research

## Results/ROI

Now in its fifth year, the *Team Appleton* strategy has yielded the following:

- Our carbonless sheet printer database currently has more than 20,000 end user contacts — out of the total market of 25,000 in the U.S. and Canada
- Developed lead generation campaigns resulting in 500–1,000 qualified leads per campaign, in a market of 10,000–15,000 competitive accounts
- Achieved **response rates** on campaigns from **10% to 25%**
- Average campaign **ROIs ranged from 75% to 250%**
- One specific campaign garnered a **437% ROI**
- Implemented lead follow-up measurement process
- The database contains in-depth market research that enables targeted communications
- Subsequent campaigns continue to funnel targeted leads to the sales force and strengthen brand awareness and loyalty
- The company now has a large group of loyal *Team Appleton* supporters who are fully engaged in our online printer community

**“As always, Directions has performed as a key partner throughout our Team Appleton efforts. From conceptualization, through development, execution and measurement, Directions has been instrumental in understanding our needs and then delivering results against those needs. We continue to be very pleased with both Directions’ and Team Appleton’s performance.”**

Andi Peeters  
Brand Manager, Technical Papers  
Appleton