



Big Idea for Direct Marketing Campaign Pays Big Dividends for Itron.

Some ideas are bigger than others – and some of the biggest involve risks only the most confident marketers are willing to take. Itron is one such marketer, and at more than \$400 per contact, their latest direct marketing campaign targeting the nations' top water utility executives certainly involved a leap of faith.

"More per contact was invested than in any other direct marketing campaign we've created," explained CK Anderson of Anderson Mraz Design, Itron's brand consulting and design firm. "But it generated so much interest – much more than they expected."

Itron is a leading global solutions provider and knowledge source for collecting, analyzing, and applying electric, gas and water usage data. Their innovations help manage the demands of rapid growth, improve conservation, enhance customer relationships, and create more efficient workforces for utilities.

To overcome the challenge of marketing technical products, Itron and AMD produced a short film featuring customer installations and testimonials to convey success stories in an interesting way. The resulting DVD was then specially packaged, with the recipients' name printed on each of the packaging components. Yet the truly unique aspect of this campaign was that Itron included a portable DVD player with each mailing.

"The DVD players were not to be construed as gifts," said Peter Sanburn, Sr. Marketing Communications Specialist at Itron. "We simply wanted to make sure these busy executives watched the video. We offered the option of returning the player to Itron, or donating it to charity. Yes, it was expensive, but it did exactly what we intended: it got noticed, it made people feel good about our brand, it showed how we can help, and it got them to ask for more information. It was definitely worth it."

Video production was a significant undertaking, as well. Filming involved facilities in Spokane, Philadelphia, Colorado and Arizona. Anderson Mraz Design collaborated with several talented Spokane-based companies to get it all done.

"AMD's people are consummate professionals," said Sanburn. "They bring a truly creative perspective to what often start out as mundane projects. I appreciate their ability to see situations from our point of view, and to make our ideas come alive through a larger strategic and creative vision. We get the best of everything we need."

Founded in 1988, AMD is a full-service, multi-disciplinary design firm. The company's expertise includes brand strategies, corporate identity, print, packaging, web design, and environmental graphic design. For more information, visit www.am-design.com.



