

Walt Disney World Enters the Age of Precision E-mail Marketing with PRIZM CE

COMPANY PROFILE

Walt Disney World is the world's most popular resort vacation destination located near Orlando, Florida and draws millions of visitors from around the world looking for once-in-a-lifetime family vacation.

THE CHALLENGE

Disney wanted to test the effectiveness and measurability of targeted e-mail messages in generating orders for Walt Disney World (WDW) vacation planning kits.

THE SOLUTION

- PRIZM CE Segmentation System
- Social Values PRIZM CE Link
- WDW response data
- Sympatico / MSN e-mail prospect list
- ThinData e-mail marketing technology
- Real-time PRIZM CE analysis of who opened, clicked through and responded to the offer

BOTTOM-LINE BENEFITS

- Targeting via PRIZM CE boosted responses by more than 21% versus an untargeted approach
- Open and click-through rates greater than industry norms
- Targeting and measurement of e-mail campaigns can be as precise as traditional direct marketing
- Test & Learn: Identified other market segments that could be prospects for future campaigns with messages tailored to their lifestyles

➤ **Disney's Challenge: Convert Interest to Demand**

A trip to Walt Disney World is high on many families' vacation wish list. But over the years, WDW has identified some key barriers to getting prospects to take action and book the trips. These barriers vary, among them: affordability, age of children, lack of urgency, and feeling overwhelmed by the planning process. All of these factors can cause families to delay for years a trip to WDW.



➤ **Removing the Barriers...Efficiently**

Disney developed a Vacation Planning Kit to identify leads for ongoing lead generation activity and to provide information that helps prospective guests plan their visit. This kit has been distributed to both inbound inquiries to Walt Disney World's website or call centre and a variety of lead generation activities. Their experience was a range of conversion rates on leads, from 2.5% via DRTV leads to 7.3% via Internet leads.

➤ **Zeroing in on Quality Prospects with PRIZM CE**

Using historical response data to prior lead generation efforts, Environics Analytics identified the PRIZM CE clusters of prospects most likely to request a kit. A new partnership between Environics Analytics and Sympatico / MSN provides marketers with the targeting power of PRIZM CE applied to the highly responsive emailing program of Sympatico / MSN. The approach allowed a target group to be selected for the e-mail campaign. A control group (not part of the target group) was also selected to receive the e-mail message so that open, click, and response rates could be compared. The 66 PRIZM CE clusters represent the spectrum of Canadian lifestyles in enough fine-grained detail to allow Disney to zero in on the most promising prospects. E-CRM tools designed by ThinData permitted instant PRIZM CE analysis of all respondents in order to track who opened, clicked through, responded—or failed to respond. In addition, a response analysis was conducted with similar precision so that Disney could understand who responded to this campaign versus those who might make better prospects for another campaign, perhaps with a message or offer more tailored to their lifestyles and sensibilities.



➤ **The Results in Numbers**

- Open rates from the targeted approach were nearly 29%; greater than the industry-accepted norm of 25%
- Click rates were three times the industry average from e-mail campaigns
- Target outperformed Control, resulting in 21% more respondents than if the campaign was sent randomly to the Sympatico / MSN list

➤ **The Results in Improved Knowledge**

Environics Analytics completed a detailed response analysis for Disney and identified two distinct groupings of PRIZM CE clusters. One group, named the Affluent Escapists, were white-collar, professional families in new suburbs. Meanwhile, Blue-Collar Indulgence was a group of average-income families. Some of their social values were shared by both groups, meaning that Disney could use a similar message to “push the hot buttons” of both groups (e.g. Canadianized content, time-saving help in planning a trip and the themes of the primacy of the family and escaping the day-to-day routine).

But, there were areas of distinctiveness where Disney could highlight certain themes in different treatments of their key message. For the Affluent Escapists, technology is of interest, and they tend to be more pre-occupied with the memories and experiences they will leave behind for their children. Focusing on these elements could help “sell” them on a visit without focusing unduly on price. Blue-Collar Indulgence tends to be more worried about their financial security, so emphasizing value options or even a special discount might attract them.

Disney Responder Target Groups (English)		
		
	Affluent Escapists	Blue-Collar Indulgence
Demographics	Families, 35-54 New houses White-collar commuters Ethnic presence Incomes 62% above average	Families, 35+ Pre-1980 houses Blue-collar & Service 2 nd & 3 rd generation Canadians Average incomes
Best Markets	Toronto Calgary Vancouver Hamilton	Toronto St. Catharines-Niagara Oshawa Winnipeg
Social Values		Racing Against the Clock Need for Escape Canadian Identity Primacy of Family
Consistent for both		
Unique to each	Enthusiasm for Technology	Financial Concern re: Future

In addition to better understanding the respondents, the analysis also found other potential marketing opportunities among consumers who have readily identifiable characteristics (high presence of children and high theme park visitation rates), but who did not respond well to this family-focused campaign. These included certain clusters of affluent young singles and couples, some upper-middle-class suburban ethnic households and very affluent maturing families. These groups may not have responded to this particular campaign because either the offer was inappropriate for their needs or the medium simply failed to engage them. Exploring how to connect with these groups could uncover lucrative, new markets.

To learn how Environics Analytics can help you, contact:

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