

CDMG Case Study: Metagenics and Blue Cross

Leveraging database marketing to increase profits & sales-Blue Shield & Metagenics Team up

Background

Metagenics is a marketer of high quality nutritional supplements. Craig Huey, President of Creative Direct Marketing Group, was asked by Metagenics to create a professional catalog of nutritional products to sell to Blue Cross members.



The Strategy:

That's why the CDMG team did three powerful direct response strategies to create a successful campaign:

1. CDMG employed our V.I.V.A. Tactic: *Valuable Information Value Added.*

Our creative team created a catalog that was more informative and educational than just selling products- each description used direct response copy and clearly explained the product benefits.



Using this value added approach, the catalog integrated content, stories and unique information, including health suggestions that Blue Cross would feel would be beneficial to its members. It wasn't just an ordinary catalog.

2. Direct Response Offer

CDMG developed a powerful direct response offer for Blue Cross of California members to buy. Members were entitled to a 50% discount of the nutritional supplements.

Plus, to sweeten the offer, we offered every



new buyer a sample package, which included a week supply of well-known supplements everybody would recognize - like Vitamin C - and gave them reason why it would be valuable to them.

3. An action/attention tool

Creating a feeling of membership, CDMG developed an over wrap around the catalogue from Blue Cross with a special message that included a membership card saying, "For Blue Cross California Members Only."

And the Blue Cross card mentioned the entitlement of the discount of up to 50%.

Some of the copy tease on the wrap said, "Multi-vitamins specially designed to meet your unique needs for women, men and children" and "Super foods nature comprehensive nutrition."

4. Professional Direct Response Copy and Art

And professional direct response copy and art helped create a powerful sales tool for both companies. Crafting a clear unique selling proposition (USP), 'you' oriented benefits and a strong theme.

The Results:

Merging the two assets into a marketing campaign was smart for both of them. Metagenics was able to expand its marketing opportunity to a huge database, which came with an implied endorsement. And Blue Cross was able to enjoy an additional profit stream of new business and build customer loyalty.

In fact, the more powerful your database relationship is, the more responsive your database will be to products and services you recommend.

Plus, today, being able to market with advanced database modeling enables client databases like Blue Cross to identify in advance who is likely to buy, reducing risks.