

THE METRICK SYSTEM

On the Fine Art of Strategic Advertising

INSIDE THIS ISSUE:

BUILDING MEMBERSHIPS IN JCC's

A CASE STUDY

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The **CLIENT:**

MILES NADAL JEWISH COMMUNITY CENTRE


The **PROJECT:**

BUILD MEMBERSHIP FROM 700 TO 2500 WITHIN 24 MONTHS

The **LOCATION:**

MID-TOWN TORONTO

The **BRIEF**

 The Bloor Jewish Community Centre was originally built in 1953 in mid-town Toronto. The Centre extends a broad reach into the community and symbolized the evolution of the Jewish life in the downtown core. After 50 years the building needed major improvements and sought donations from the public as well as UJA. A local entrepreneur, Miles Nadal, who had once been given a bursary to attend, helped to contribute to the Tomorrow Campaign, which enabled the rebuilding of the Bloor JCC.

Just prior to opening it was discovered that the fitness centre housed in

the basement had to be completely renovated thus delaying members use for another year. At the time of opening 60% of the membership had moved on leaving just 700, many of who were disgruntled.

Our **OBJECTIVES**

- i) To build a marketing strategy the board could approve, as there was no marketing department for the facility.
- ii) To build membership sales as quickly as possible with an annual advertising budget of \$100,000.
- iii) To concentrate on the components of our work that offer longevity, positioning and cost effective long-term brand awareness.

Those of you who know Toronto, know that there are 100's of clubs within the city and one of the most competitive markets in North America. Without question, we couldn't outspend the competition, we could only out smart them. We knew we had to break new

ground, be fresh, creative and memorable.

The **APPROACH**



Establishing a positioning for JCC is an ongoing process. Our creative thrust had to focus on benefits rather than features. It had to be fun, generous in spirit and speak of Jewish roots. The true benefit to becoming a member of the JCC is the people inside. The atmosphere is fun, lively, diverse, full of kibbitzing, self-deprecating humour and good-natured pokes at fellow members.

What **DID WE DO?**



First, a couple of us joined the MNjcc to find out what it was like to be an average member. We hung out, talked to members asked lots of questions about what they loved about the old place, what they were looking for in a new facility.

Toronto is the ninth largest advertising market in the world so the entire advertising budget could be used in six weeks of radio or two unaddressed direct mail campaigns. We had to be more inventive with our dollars and decided to put all of our

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monies into one main medium, with a healthy portion directed towards the members. In this way we knew that we could communicate the benefits through our membership, our ambassadors if you will, while creating a personality in a main medium.

The CREATIVE



This was the easy part. Jews have a language that they all associate with from the old country that has become part of the daily lexicon of modern day English.

Schmooze, fin, schvitz are used or at least understood by all. So we decided to have fun with the juxtaposition of Yiddish and English.

We had a pool, we had a sauna and we had members talking to each other so we came up with an ad that was both facility and benefit based and conveyed a feeling of what went on inside: A SCHVIM, A SCHVITZ, A SCHMOOZE !

The creative continued from there. Members on occasion during exercise, often express their discomfort vocally. The ad: LESS KEVTCHING, MORE STRETCHING came naturally.

The RESULTS

700 members in September of 2004
3500 members in September of 2006.
We exceeded our goal of 2500 members by 40%.

At The Metrick System be believe that advertising is first and foremost a sales tool! It must have short and long term results. It has to be received by a significant number of present and potential customers. It must be memorable. If it can engage the viewer, strike a chord and make them smile, it becomes art.

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The Metrick System is a wholly Canadian-owned advertising agency based in Toronto. Since that time the agency has won many awards nationally and internationally. We have been honoured by the Retail Council of Canada, Billi Awards, Frankie Awards, Applied Arts Magazine, Retail Advertising Club of Chicago, Radio Marketing Bureau, The CMA Awards, The New York Festival Awards, the Hollywood Radio and Television Society, the Web Awards and the London International Advertising Awards

Advertising is a sales tool. Making it creative and memorable is an art.

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