

THE METRICK SYSTEM

INSIDE THIS ISSUE:

ON THE FINE ART OF DATABASE BUILDING

A CASE STUDY

THE METRICK SYSTEM

The **CLIENT:**

**SHERIDAN COLLEGE
INSTITUTE OF
TECHNOLOGY
AND ADVANCED
LEARNING**

The **PROJECT:**

**BUILD ALUMNI
ELECTRONIC
DATABASE
FROM 2,500-10,000
IN 12 MONTHS**

The **BRIEF**



Simply, this project required The Metrick System to build an Alumni on-line database from addressed direct mail listings.

The **OBJECTIVES**

- i) Transfer Alumni from addressed based communication to e-mail based.
- ii) Create a dialogue strengthening the relationship between Sheridan and Alumni allowing for future donor solicitation.

The **TARGET**

64,000 former students who have attended Sheridan College after opening in 1960.

The **APPROACH**

At the outset this was a simple task. Create compelling print materials sent to Alumni homes encouraging them to give us their e-mail addresses. Shooting monkeys in a barrel so to speak. We had their mailing addresses and the quarterly magazine as vehicles.

The **PROBLEM**

Our first ad had little response. We then asked for a random sampling of Alumni addresses and phone numbers and called 20 former students. We discovered in some cases that the addresses were up to 40 years old and most students had moved an average of 6 times since registering when they were 18 and living with their parents.

What **DID WE DO**

We decided to focus on the materials available to us to achieve our goals. We created an electronic promotion that encouraged the

2500 Alumni to submit the e-mail addresses of friends and associates from Sheridan that they were still in contact with. With each new name, the referring Alumni received an additional ballot to win a prize. We adhered to the privacy guidelines outlined by PIPEDA.

The Best Times Of Our Lives

For many who attended college it was a learning experience, but for some it was also the most memorable social experience of their lives. We created a program entitled The Best Times Of Our Lives capitalizing on what we remembered from College Life, but added a unique treatment, Alumni could win an experience in their field of education.

We chose Broadcast Arts / Animation, Retailing / Manufacturing, Business/ Franchising and Sports and Entertainment. Each winner drawn from the ballots could win:

- Marketing Intern for a day with Maple Leafs Sports & Entertainment at the Air Canada Centre.
- Franchisee for a day with MR. SUB. Also included a meet and brief with the CEO.

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Enter your information:

(*required fields)

*First Name:	<input type="text" value="Chris"/>	*Last Name:	<input type="text" value="Morris"/>
*Graduating Year:	<input type="text" value="1999"/>	*Email Address:	<input type="text" value="chris@metricksyste.com"/>
*Phone Number:	<input type="text" value="416-828-7712"/>		
Workplace:	<input type="text"/>		
Title (position):	<input type="text"/>		
Industry:	<input type="text" value="Accounting/Finance"/>		

For additional chances to win, submit the name & email addresses of other Sheridan Alumni:
(Please use name at date of graduation)

Alumni#1,
First Name: Last: Email:

Alumni#2,
First Name: Last: Email:

Email addresses submitted will be used to inform Alumni about this contest, and will not be used or disclosed for any other purpose.

THE BEST TIMES OF OUR LIVES

BE AN 'INTERN FOR A DAY' AT THE HOME OF THE TORONTO MAPLE LEAFS, RAPTORS AND MARLIES.

Spend the day as an Intern with North America's hottest property in the sports and entertainment industry, then wrap up the day courtside at a Raptors home game.

ENTER HERE

I CHOSE. Sheridan

- Apprentice Designer at ROOTS working on the American Olympic Team uniform, Including coffee with founders Budman and Green.

- Trip for two to LA, to visit the set of CSI & meet with the Supervising Producer / Director, Richard J. Lewis.

Intelligent **CONTESTING**

In order to attract and hold an audience you have to have compelling content. The more interesting the materials the greater the chances of building a long lasting relationship, all the while remembering your viewer can opt out with the push of a button, anytime.

The **SOFTWARE**

Communications should offer a way to forward materials electronically to others, the option to survey to find out likes and dislikes, track where leads came from, the ability to send electronic newsletters on a regular basis as well as last minute memos and announcements, all the while tracking the flow and info on your present and potential viewers.

OUTCOMES

- You can build a like-minded database of present and potential clients
- You can convert your addressed direct mail clients to email
- Segment by products or services
- Build loyalty
- Communicate with your database regularly or even at the last minute
- All cost effective

The **RESULTS**

22,500 Alumni permission based e-mail addresses within 11 months

THE METRICK SYSTEM

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.

For more information about The Metrick System call: (416)781-0151

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