

Nomination Form | 2008 Email Performance Award



Nominee Information:

Name: Sam White

Title: Creative Director

Company: eROI

The Email Performance Award nominee is an individual or company who has contributed to email marketing excellence and results in the LAST 12 MONTHS. Please answer the following questions as fully as possible. There's no limit on the length of the nomination. Attach supporting information (including screenshots, etc.) as needed, and include links to any relevant information.

Describe the campaign objectives, including the date(s) of the campaign. (Remember: Only campaigns within the last 12 months are eligible.)

- Build a site where members of the creative community can come to interact and share ideas, techniques, etc.
- Build awareness among prospects who have seen/heard about Wacom but have not yet shown an interest in buying by inspiring them to upload their own art
- Grow Wacom's house file through list acquisition and the use of a contest platform
- Help drive \$1 million in gross revenue at WacomDirect.com during the 2007 holiday season
- Provide 12 pieces of downloadable wallpaper for desktop backgrounds, promoting the Wacom brand throughout the year
- Solidify Wacom's leadership position as the #1 brand of pen tablets/displays for the creative community
- Communicate the benefits and attributes of Wacom's professional products and accessories
- Create PR buzz among industry publications to help drive public online voting and participation
- Drive holiday traffic to WacomDirect.com

Describe the creative strategy (include supporting evidence, if needed).

Wacom products have become such an essential tool to digital artists these days, bridging the gap between fine arts and today's digital workflow, that even artists who haven't used the product know the name. For the campaign, we really want to share that connection of experienced and new artists, so we gave the product to a range of artists, had them document their process, and share the work. We really wanted the participants to express themselves freely, so we tried to keep the creative brief really open. Restricting artists never leads to great work, so we directed the work by who we selected, highlighting 12 different areas of expertise we knew would produce visually interesting work: graffiti, animation, flash, poster art, illustration, photography, air brush, graphic design, apparel, motionography, toy design, and the Cut & Paste winner from Portland (a Wacom-focused art event). To help focus the campaign, give it consumer relevancy, and a sense of time, we formatted the campaign around a wallpaper calendar. Each artist produced their piece in their specific expertise, reflecting their assigned month. As predicted through our strategic selection, the body of work produced had an extremely nice range, highlighting 12 unique styles, all produced using Wacom technology.

On top of the campaign highlighting the artistic potential Wacom offers, and pushing their connection to the artist community, we wanted to help increase direct sales through their e-store. To do this, we not only shared the 12 pieces of fresh art, and the thought process behind it, but also the making of the art and the tools used. This allowed us to work the product in for each artist without seeming pushy, but rather informative and helpful. The designer toolbox worked out really nicely, highlighting a range of products, from multiple pens and pen tips, to onscreen tablets and special edition pads.

The success to the designer toolbox and its soft sell, allowed us to send 12 consecutive emails (a non-standard practice) without losing interest of the viewers. Instead of consumers receiving product heavy calls to action, which can feel overwhelming during the holiday email push, they were receiving interesting content with tantalizing artwork. This artwork drove to the site where the wallpaper calendar resided. Again, the marketing was very subtle with the wallpaper highlighting the art, and only allowing a small Wacom logo to reside next to the calendar in the upper right. The beauty here, is that the logo gets placed on someone's desktop for a year-long exposure, and people actually choose to look at it.

Lastly, the site produced a real community, spurred on by a glimpse at the artists, their process, their work environments, and a user generated upload area of everyone's own digital art. Building the artist profiles in a blog allowed for the community to offer numerous comments, and the user generated area drove over 1,500 hundred uploads in the first week of launching. To wrap up the campaign, the user-generated piece with the most votes will be selected and win one of Wacom's new Cintiq12WX. Thinking beyond this holiday campaign was also built in from the ground up, with the potential to turn the Power of the Pens into a continued community site for Wacom's impassioned artistic followers.


Describe the marketing strategy (include supporting evidence, if needed).

Utilizing the power of Wacom's house list, we were able to promote the campaign site to a list of about 270,100 Wacom subscribers. This list includes all opt-ins who wish to receive information about Wacom (newsletters, product updates, etc.), along with a small PR push from Wacom's internal team and a banner placed on Wacom America's main home page. Besides these mediums, the concept behind the site was to have the creative community really promote the campaign site by uploading their art and communicating to their audiences that they want to win a new Wacom product, with hope that they have blogs or some other communication methods to draw people to the site. The strategy also wanted to have the artist community embrace the site and begin to write about voting for them on their blogs and various message boards. The goal was to have the campaign be entirely organic with no internal message board or blog seeding. It really is about the artists and the work, which in the end is what this campaign is supposed to be about.

Describe the results (include supporting evidence, if needed). This is the most important criteria, so please include as much detail as possible.

	Mailing Name	Subject	# Sent	# Received	Unique Total	Unique Rate	Gross Total
1	Dana Woulfe Calendar (2)	Power of the Pens: January 2008	270917	263650	71233	27.02%	97281
2	Power of the Pens - February (1)	Power of the Pens: February 2008	269920	262628	66729	25.41%	91412
3	Holiday Campaign Intro (3)	The Power of the Pen	271860	265054	80618	30.42%	113476
4	Power of the Pens April (2)	Power of the Pens: April 2008	266688	260099	51468	19.79%	63732
5	Power of the Pens - May Wed. 12.12.07 (2)	Power of the Pens: May 2008	265039	259271	46984	18.12%	56852
6	Power of the Pens - June Thursday (2)	Power of the Pens: June 2008	263164	257995	19790	7.67%	22502
7	Power of the Pens - March (1)	Power of the Pens: March 2008	268468	261543	60988	23.32%	82281

Google Stats for the first 6 days of the campaign


41,805 [Visits](#)


178,299 [Pageviews](#)


4.27 [Pages/Visit](#)


00:03:12 [Avg. Time on Site](#)



79.44% [% New Visits](#)

Uploaded works of art

1,323

Why do you think this campaign should win the Email Performance Award?

This campaign is a very unique use of the email medium to build community online. By using real artists to act as brand evangelists, Wacom has built trust with their customer base. It's all about like-minded people sharing their talents while promoting a product they believe helps create their vision. In many cases it would not be recommended to send out 12 consecutive emails to your list, but with the Power of the Pens there is a unique reason to continue the conversation and stay engaged, and let's face it, true artists don't follow the rules and neither does this campaign.

Provide career or company history.

Established in 2002, eROI is a leading email and interactive agency, combining compelling design with innovative software. As a company, eROI employees are united in a singular mission in life, which is to do the most amazing, innovative online creative in the world. Creative that doesn't just look pretty, but produces tangible results (and need we say: return on investment).