

The Field Museum

2018 Summer Membership Acquisition

Situation

The Field Museum had just finalized a new brand image working with agency Leo Burnett. Having achieved success partnering with Access Direct the prior year, the Field approached us with an exciting challenge...

Brief Assignment

Be the first agency to launch a fully integrated member acquisition campaign with the new brand image. Build excitement and response among audiences who were unfamiliar with the Field's new look.

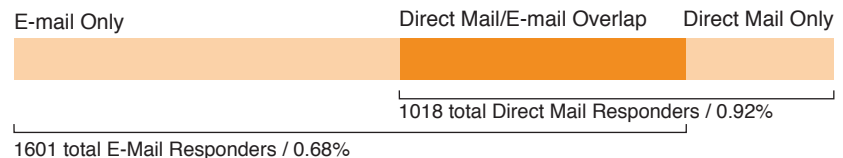
Solutions:

- **Creative:** Faithfully translated the dominant blue color and big fonts that were designed for outdoor ads into personalized e-mail and mail. Clever use of the new type face and minimal palette silhouetted the titanosaur against a black Chicago skyline.
- **Data Precision:** Access Direct performed in-depth database analytics and built an automated model that could quickly score and select only the best mail prospects for significant postage savings.
- **Digital Solutions:** Expanded client's reach to 400,000 prospects with affordable e-mails, allowing for larger audience exposure, more frequency of message, and the ability to measurably test new audience lists.



Results: 351% ROI

Expense		Revenue	
Direct Mail	\$ 41,230.12	Direct Mail only	\$41,853
Cost Per Piece	\$ 0.38	Responders	337
E-mail	\$ 32,322.66	E-mail only	\$ 128,952
Cost Per E-mail	\$ 0.03	Responders	921
		Direct Mail+E-mail overlap	\$ 87,541
		Responders	681
Total Expense	\$ 73,552.78	Total Revenue	\$ 258,345
		Total Responders	1939



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DIRECT MAIL PACKAGE

In homes June 24

The **BIGGEST** dinosaur ever discovered

TITANOSAUR

Part of the Griffin Dinosaur Experience

Scientific Name: **Patagotitan mayorum**
[PAT-uh-go-TIE-tan My-or-um]

origin of name
Announced in August 2012, the name was inspired by the region where this new species was discovered: Argentina's Patagonia (Pah-goh-nee-oh). The name of the dinosaur was chosen to honor the region where it was discovered.

How much did Máximo weigh?
The first bone found was an 8ft long thigh bone, and the largest ever found was discovered in Argentina's Patagonia (Pah-goh-nee-oh). This femur bone weighs half a ton and helps scientists make an estimate for the rest of Máximo's body.

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Fun at the Field This Summer

Your membership gives you free admission to the Museum and more!

- Visit Máximo the Titanosaurus exhibit and more!
- Enjoy FREE admission to Atlantic Dinosaur and Museum.

Upcoming Events for Families

October 10th: **Member Appreciation Event**
During the month of October we celebrate our Museum members and more!

December 22nd: **Member-Only Holiday Breakfast**
Enjoy breakfast in the morning, chat with Museum scientists, create a craft or two, and have a concert with Santa.

For a full list of events visit us at fieldmuseum.org/members

Keep kids learning all summer!

Your kids can experience science in a fun way all summer long!

- Make a science!** Visit Field where you can make a science—back outside for space.
- Science Science!** Try to make an archer and examine artifacts and learn to play.
- Member Field Programs!** Lab, lecture and Field Museum scientists present science programs for adults.
- Green Family Fun!** Get your health and fun (great other fun!) with a green family.
- Family Saturdays!** To give families who need a museum's weekly membership, **Family Saturdays** are open all day!

Become a Family Member and start saving immediately

Membership Level	Members	Non-Members
Family Plus	\$295	\$149
Family	\$245	\$123
Individual	\$95	\$81
Senior/Student	\$95	\$68
Field Adventure	\$250*	
Best Investment		

Members Save \$260
Compared to the cost of a family of four adults and two children

Thank you for your support

4 ways to join

- Mail: this form back with payment information or a check in the enclosed envelope
- Online: fieldmuseum.org/membership
- Call: 312.695.7700
- Visit: our Member Services Center at the Field Museum

Yes, I Want To Join The Field Museum and Save
Join today and save **15% off** membership

FREE tote bag

Mail this form back with payment information in a check in the enclosed envelope.

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Frequency and Exposure

- A three month integrated e-mail and direct mail campaign achieved frequent exposures.
- In June, the direct mail package targeted 110,591 of the best leads using data precision.
- Five e-mails offered 15% off in July, and a 48-hour 40% off flash sale in August. Sent to 233,890.

BIG Creative

- Outer Envelope: Godzilla inspired, with teaser, “Biggest Dinosaur Ever.”
- Brochure: Included inner poster with infographics to visualize the titanosaurus size/unique facts.
- Interior Copy: Letter and Brochure copy continued the theme of BIG—BIG changes such as newly renovated spaces with pterosaurs flying overhead, the arrival of the BIGGEST DINOSAUR EVER, and a BIG 125th Anniversary celebration that was coming in the fall.
- Best practices with calls to action/response.

E-MAIL STRATEGY

Landed July 3, 6, 12, 16, 31, and August 21-22

15% Off Membership

Meet Máximo

This year marks the Field Museum's 125th anniversary—and to celebrate, we are bringing you big changes and new exhibitions. The Griffin Dinosaur Experience includes Máximo the Titanosaurus, updates to Stanley Field Hall, the new Jurassic Dinosaur exhibition, updates to SUE and the Griffin Halls of Evolving Planet, and new dinosaur education programs. In addition we have Máximo, a special limited exhibition that gives you an even deeper look into the lives of ancient people.

40% off membership

Máximo TITANOSAUR

Big Exhibitions All Summer Long

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