Milwaukee Public Museum
Ultimate Dinosaurs

Situation

Milwaukee Public Museum (MPM) was getting an exciting new "Ultimate Dinosaurs" exhibit January through May 2016. MPM had already engaged Cramer Kresselt to produce outdoor, television, and print advertising to promote the exhibit, with plans for it to launch in November 2015.

Brief Assignment

Integrate the existing exhibit identity and advertising creative with a comprehensive direct strategy to acquire new members.

Solutions:

• Access Direct came forward with new creative innovations, such as the headline, "BIG Is Here" and the close-up of the Dinosaur's eye which were eagerly adopted into Cramer Kresselt's campaign.

• Provided strategic recommendations to promote and offer a Members' Only preview—a benefit the museum had not offered in four years, and provide a powerful, time-sensitive incentive for new and lapsed prospects to join and renew.

• Carried out turn-key digital solutions and rapidly executed a direct mail postcard just before the Members' Preview to dramatically increase response.

The Results

670% ROI:
$6.70 Revenue for every $1 spent

Preview Campaign E-Mail + Postcard:
$48,790 Revenue | 287 new members | Average Gift $170

Direct Mail Package:
$165,416 Revenue | 1,334 new members | Average Gift $124

DIRECT MAIL PACKAGE

DIGITAL STRATEGY

Microsite

E-Mail Campaign

Digital: Membership microsite launched 3 months prior to the opening for an easy path to join and e-mails went out weekly, with a push to join/RSVP in time for the Members' preview.

Direct Mail Packages (#10 Format, A/B Split):
Direct mail packages landed in homes just after the grand opening, with a follow-up to "not miss it before it ends" later in the spring. Included segmented messaging to each audience group and coupon for lapsed members.

6 x 11 personalized URL (pURL) Postcards:
A last-minute opportunity to remind Lapsed/Existing Members to join/RSVP for the Members' Preview. Each postcard had a pURL that pre-populated a recipient's unique data on the microsite, expediting the join process, and providing MPM with one-to-one tracking.