

Case study Direct marketing

Organisation: Amateur Swimming Association
Client: Colin Brown, Director London Swimming



The challenge

- The ASA needed to achieve a step change in swimming participation rates and illustrate to stakeholders that they could implement campaigns in a more targeted way.
- ASA staff in London worked with leisure centre operators across the region to agree offers that could be run at each of 80 participating centres. Using [Sport England's market segmentation](#) web-tool, they had also identified the locations and segments of high participation and the latent demand for swimming, within their priority areas.
- They wanted to run all centres and offers within the one multichannel marketing campaign, but also needed to be able to incorporate centre and operator specific terms and conditions and logos. They wanted to ensure the results were measurable, and that they could collect customer data where possible from participants to enable them to follow the campaign up with surveys.

The solution

- We worked with the ASA to develop the concept in line with what they were looking to achieve and refined the campaign brief, and then brought together a series of partners whose combined expertise could support the delivery of the campaign.
- We worked with website developers to launch a site specifically for the campaign, where all the offers London Swimming had agreed with pool operators were available to the public. Users visiting the site could search to find their local pool, choose one of the offers available and then enter their email address to receive their vouchers. All vouchers had unique QR codes, enabling the ASA to scan redeemed vouchers via a custom iPhone application, and report on conversion rates. Users of the website could refer their friends to the site and 'like' the site on Facebook or follow it on Twitter.

"The team at Cascade^{3d} helped us develop participation in swimming in a radically new way, both online and through the post. Using Sport England segmentation we were able to reach our target market, sending relevant offers to the right people."

Colin Brown, Amateur Swimming Association

- Working with designers and digital printers, we delivered a household mailing targeting the Sport England segments Leanne, Paula and Brenda. We selected 123,000 addresses based on the centres' catchment area and the likelihood of one of the Sport England segments to live there. Recipients were sent the offer that was most likely to appeal to them. ASA staff worked with the pools to launch the campaign and collate redeemed vouchers, so that barcodes could be scanned, redemption rates tracked and email addresses collated.
- We appointed an online marketing agency to launch a geo-targeted ad word campaign across Google, Bing, Yahoo and Facebook. The campaign promoted swimming offers available in London, deep-linking to the relevant search results on www.swimmingoffers.org, delivering over 30,000 clicks to the site.

The value

- The ASA were able to deliver a complex and ground breaking participation campaign by using Cascade^{3d}'s expertise and project management skills. By buying into their goals, we became an extended part of the ASA team in London, pivotal to executing the campaign.
- Following the ground-breaking work on the London campaign, the ASA have rolled the campaign out across their other 7 English regions. A website administration tool has been developed to help the ASA setup and remove offers on the website and Facebook and Twitter accounts have been established to support the campaign.

