

Direct marketing

Cascade^{3d} can help you deliver high impact campaigns easily and quickly, saving time and money in bringing campaigns to life. The measurable nature of direct marketing allows you to increase your return on investment (ROI) and understand the impact of your campaigns.

Why use direct marketing?

Reduce mailing costs

- Talk to your customers in the way that works for them with multichannel campaigns using direct mail, email, text messaging and online search engine advertising.
- Combine different messages and offers into individual campaigns.

Improve response rates

- Send the right message and imagery to appeal to the right people, using variable data and targeted designs.
- Review the results with accurate and immediate ROI reports to plan enhancements in future campaigns. Easily share the results with your stakeholders to demonstrate how your marketing spend is making a difference.

Managed service

- Outsource stand-alone campaigns or just the direct marketing part of a wider campaign you are running.
- Bring campaigns to life using our experience and the network of high quality partners (design, print, online marketing) we have in place to output the best materials for the job.



Chloe - 3

Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim
5% of all adults; 9% of adult women



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with six university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.



Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a long night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin
Individuals in this segment are predominantly of White British (71%), or Other White (12%) origin, or may also be Asian/Asian British (5%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names
Neha, Sophie, Lauren, Charlotte, Lucy



Roger & Joy - 13

Early Retirement Couples

- Mainly aged 56 - 65
- Married
- Full time employment or retired

Free-time couples nearing the end of their careers
7% of all adults; 6% of adult women, 8% of adult men



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with children.

Sometimes Joy goes to over fitness aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.

Ethnic origin
Individuals in this segment are predominantly of White British (57%), or Other White (31%) origin, or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names
Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



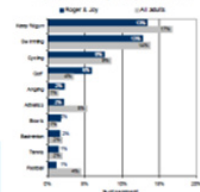
Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite. Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (9%), golf (8%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

Roger & Joy are similar to/less near:
Roger & Joy segment (13)

Roger & Joy are likely to live in towns such as:
Newton Abbot, King's Lynn, Poole, Bexley, Southend

Top sports that Roger & Joy participate in



"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, Director London Swimming, Amateur Swimming Association

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How does it work?

Define brief

- You may already know exactly what you want support to deliver. However, if you're not sure we will work with you to understand what you are looking to achieve, and use our 20 years leisure and marketing experience, to help create and define a brief for your campaign.

Understanding more about your members

- By segmenting your audience you can target your products and services for them better and design appropriate and effective communications which can be tailored to each customer, significantly improving the take-up rates. We can help you profile your existing members using Sport England's market segmentation and find more people who match their profile, who not only tend to have similar characteristics, but also live in the same areas. We are able to provide prospect addresses and exclude your existing members from the addresses.

Agree costs and timescales

- We can liaise with partners or with your own suppliers to confirm how the campaign will be delivered, and confirm a final quote.

Next steps

- Every campaign is unique, so once we know what you want to achieve and which partners will be involved in delivering it, we can liaise with you on the next actions.

How much might it cost?

- The cost of any direct marketing campaign will vary depending on the complexity and scale of the campaign, and will be quoted once the brief is defined. Typically economies of scale operate, so the larger the campaign, the cheaper the cost of each individual marketing piece. We have a core of suppliers who work on regular campaigns so you can benefit from the economies of scale this brings. Alternatively, we are happy to work with your existing partners if this suits you better.
- As a rough idea, a recent campaign promoting a single offer that varied creatively across multiple Sport England segments and centres, cost c. £8k to mail 15,000 A5 colour flyers. This cost included print, post, data and ROI report, the client provided their own artwork.



Cascade^{3d} is a software company based in The Cotswolds in the UK, providing database driven solutions for the leisure industry. We already work with over 500 leisure centres in the private, public and trust sectors delivering highly effective management reporting tools and marketing communications.