

Case study Cascade^{3d} Prospect Pool

Organisation: Hertsmere Leisure

Client: Jude Lewis, Sales & Marketing Director



The challenge

- Hertsmere Leisure's marketing team are in a good position to deliver high quality marketing campaigns, with a solid plan of activity to retain members, strong brands and a good relationship with a design agency. They know which Sport England segments they want to focus recruitment activity on, having made use of the [Sport England Market Segmentation](#) web-tool.
- They are always looking for new members to join their Beaumonts fitness brand. Finding good prospects across 7 gyms and 3 different local authority contract areas is a big job that takes considerable time and effort to coordinate from head office.
- Jude Lewis, Sales & Marketing Director at Hertsmere Leisure asked if we could help shortcut some of this activity, by supplying the addresses of people who were most likely to take up her gym offer. She needed us to work quickly to help her hit her deadlines, and deliver the right message to the right people. Sensibly, Jude did not want to waste any money sending leaflets to addresses where she already had members; this was all about getting new members.

The solution

- Jude supplied us with a brief for her summer campaign, which was to run with different postal dates for different centres. She advised us of each centre's postcode sector catchment areas and confirmed she was looking for 500 of each of her target Sport England segments ([Tim](#), [Chloe](#), [Philip](#) and [Alison](#)), across each of 4 sites. Jude also provided us with a copy of her live member data.
- Based on this information, we were able to analyse our data on the addresses in her selected postcode sectors, compare this to the Sport England data using a set of specially developed algorithms, remove the addresses of her existing members and supply her with a total of 8,000 prospect addresses.

- We supplied the data in one .csv file with flags to show which centre each address belonged to, allowing Jude to work with her printers to get the correct artwork printed for each address, and the flyers put into the post on two separate dates for the different centres.

The value

- The artwork that went out was mail-merged, sending prospects only the information about their local gym. With each gym offering a slightly different set of classes and facilities, this information could also be tailored for each address, meaning the messages were simpler and more relevant to the recipient than would otherwise have been the case.
- For Jude this was another successful piece of work as she knew focusing her investment on 'talking' to only the right people increased her chances of maximising the bottom line. Delivering the data to her accurately and quickly meant her team could focus on what they do best – creating high impact campaigns, sending the right message to the right people.
- Since using Prospect Pool, Jude has switched much of her prospect marketing activity away from mass-marketing newspaper advertising to much more highly targeted direct mail campaigns, complimenting her in-centre marketing and investment in local brand building.

