

MAILER:

Boy Scouts of America

OBJECTIVE:

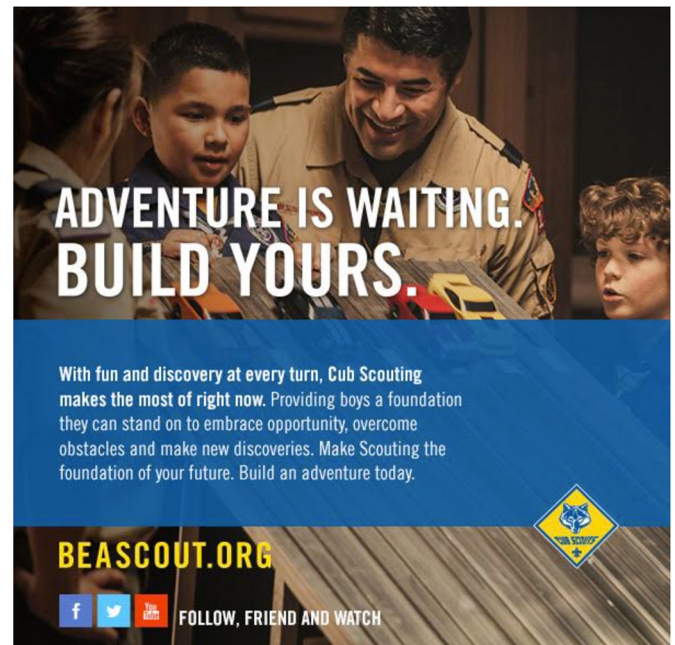
Boy Scouts of America faced the challenge of promoting their cub scouting program and increasing online enrollment.

SOLUTION:

eTargetMedia coordinated and executed a targeted email marketing campaign that reached women between the ages of 25-44 who have young sons that would be interested in joining the cub scouts to build a solid foundation, sense of community and the thrill of adventure for their young boys. The campaign was targeted to specific zip codes where the Boy Scouts of America wanted to promote interest in joining the cub scouts and increase enrollment in the cub scout program. Many of these mothers were being introduced to the Boy Scouts of America for the first time so the creative needed to provide a strong message on why every boy should become a scout. The creative was designed to promote the scouting lifestyle including fun, adventure, character building, learning new skills, overcoming obstacles and making new friends.

OUTCOME:

The email marketing campaign was very successful and exceeded the objectives for the campaign. The campaign received an extremely high email open rate, strong click through rate and interest in the cub scouts program in the targeted zip codes increased substantially during the campaign.



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