



HARPER HOUSE
Your Marketing Partner

CASE STUDY

We are a Creative Marketing Agency that provides our clients the advantage of integrating multiple services under one roof to streamline the process, speed up the cycle time and increase the quality of their product.



THE Dr. IS IN THE HOUSE

CHALLENGE:

When a high profile client such as Dr. Pepper/Snapple Group awards you three separate direct mail campaigns, you'd better deliver big. And we think we did just that. The focus on these campaigns was to create more awareness for three of their flagship carbonated soft drinks – Dr. Pepper, Diet Dr. Pepper, and Dr. Pepper Cherry. While the Dr. Pepper brand is well known, the Cherry and Diet brands were not as well known, particularly outside Texas.

DPSG wanted to drive sales through the retail chain, specifically Safeway/Tom Thumb grocery stores, by targeting each member cardholder. These mailers were sent out nationwide, while the DP Cherry was primarily focused on the San Francisco area. Each mailer had a unique offer for the consumer to save on the product.

Dr. Pepper, along with Cherry and Diet, all have long-standing messages within each brand. But DPSG wanted us to introduce new elements and ideas while using existing images and without compromising the existing campaigns, which was a challenge. We kept one thought in the front of our minds – it must be a simple, immediate connection.

SOLUTION:

- This particular promotion was scheduled to hit in Sept., during the beginning of the college football season. Since DPSG was running a scholarship program giveaway, we designed the look to appeal to fans across the country. We featured the DP football cans and bottles in a stadium setting.
- With the approaching football season the message was simple “Kickoff the Season in Flavor”. The scholarship offer was prominent and a savings coupon was highlighted.
- Working directly with our clients’ print production facility we were able to communicate quickly exactly what the client wanted to say by delivering files that were created to their specifications.

RESULTS:

- **Fresh Creative** - The fresh twist on these campaigns were appealing to new consumers as well as the seasoned carbonated drink buyer. Leveraging the brand identity of Dr. Pepper to help build awareness of their other two products helped reinforce the message and appeal for more of their products to the soft drink consumer.
- **Consistent & Frequent** - Creating three unique mailers with separate offers allowed us to hit the overall DPSG audience with a recognizable brand at the same time. This approach to scheduling the mailer drop dates allowed us to stay top-of-mind to the target. A significant push was made to reinforce the scholarship offer by positioning the coupon incentive as a reason to participate by making a purchase.
- **Efficiencies in Printing** - Because of the established relationship with the clients preferred print vendor, our Premedia department was able to build press ready files to their printer specifications which actually eliminated redundancies in their preparation for the printer, saving both cost and time for the client.