



# THE HEART FOUNDATION LOTTERY CAMPAIGN

## KEY FACTS

### PROJECT TEAM:

- Heart Foundation, Sublime Group and New Zealand Post Targeted Communications.

### TIMING / LOCATION:

- January 2010.

### KEY AUDIENCE:

- South Island home owners aged 60+ who have supported a charity in the last 12 months.

### RESPONSE:

- The 15,000 prospects mailed from the 2009 New Zealand Post Lifestyle Survey data hit a response rate of 4%, resulting in almost 600 new supporters for the Heart Foundation, its best acquisition result ever.

## OBJECTIVES

- Increase awareness and raise funds for the Heart Foundation and its services.
- Identify and engage new supporters to the organisation.

“ We were delighted with the results achieved using the data supplied from the Lifestyle Survey. By targeting those prospects that fit our profile we were able to gain our best acquisition result ever. ”

The Heart Foundation is a charitable organisation that supports and promotes cardiovascular health in New Zealand by funding vital research, continuing education of cardiologists, improving heart disease risk assessment and cardiac care, and promoting a healthy lifestyle.

Each year, the Foundation holds six lotteries throughout the country to raise funds for the organisation. Each lottery offers a substantial prize pool of over half a million dollars, with a major prize of a home and land package.

In each lottery campaign, a large percentage of

the tickets are sold to existing Heart Foundation supporters. However, over the past 12 years and through much trial, the organisation has developed a successful acquisition model that goes beyond these contacts. By working with New Zealand Post, it has broadened its audience reach and has subsequently increased funding support for the organisation.

Utilising data derived from the results of the 2009 New Zealand Post Lifestyle Survey, the New Zealand Post team enabled the Heart Foundation to top up its prospect pool for the January 2010 campaign, helping to achieve record-breaking results.



LIFESTYLE DATA USED TO IDENTIFY TOP PROSPECTS

ALMOST 600 NEW DONORS



## CAMPAIGN OVERVIEW

When the Heart Foundation wanted to increase its mailing list for its January 2010 lottery beyond its existing database, the New Zealand Post Targeted Communications team recommended the use of unique, nationwide data derived from the 2009 New Zealand Post Lifestyle Survey.

The 57-question New Zealand Lifestyle Survey was sent to 1.6 million letter boxes, PO Boxes and Private Bags across the country in 2009 and asked New Zealanders a range of questions on everything from hobbies to finances. The outcome of the survey was the creation of a nationwide repository of data that enables organisations to target prospective supporters more accurately and allows consumers to receive information suited to their areas of interest.

Using this data, the Heart Foundation was able to clearly define its audience, identifying New Zealanders who would be more likely to support their activity; for example, people with a high propensity to buy tickets in the charity lotteries. New Zealand Post then provided targeted data, or mailing lists, with these consumers in mind – ensuring a more successful response rate.

Based on data profiling, more than 50,000 records were supplied which were targeted towards South Island home owners (close to the location of the prize home up for grabs in the lottery) aged 60 and over who have supported a charity in the past 12 months.

The Heart Foundation's Gail McIntyre, says, "We were delighted with the results achieved using the data supplied from the Lifestyle Survey. By targeting those prospects that fit our profile we were able to gain our best acquisition result ever with the January 2010 campaign."



## RESULTS

The Heart Foundation's January 2010 campaign performed exceptionally well. In particular, the 15,000 prospects mailed from the 2009 New Zealand Post Lifestyle Survey data hit a response rate of more than 4%, which resulted in nearly 600 new donors for the Heart Foundation.

This result outstripped the results of the other lists used in the campaign, including the existing supporter database, demonstrating the real value of the Lifestyle Survey data.

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## ABOUT NEW ZEALAND POST TARGETED COMMUNICATIONS

The New Zealand Post Targeted Communications team brings together direct and digital strategic marketing, data analytics, project and campaign management expertise under one roof to create a centre of excellence for 1-2-1 communications. Its goal is to make data-driven direct marketing easier for Kiwi businesses and ensure mail remains an effective media channel, working with its partners to grow the 1-2-1 channel.

In the second half of 2010, Targeted Communications has begun introducing some exciting new solutions to market including new media and multi-channel marketing tools to leverage our extensive customer data and insight services.

## KEY CONTACTS

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