

Custom CD's Case Study

Client: BellSouth

Challenge:

Retain customers in a fiercely competitive marketplace

Background:

The division of BellSouth which publishes "The Real Yellow Pages" was looking for a novel way to express appreciation to its customers at year's end. At the same time, it wanted to find out how they felt about its service, and if they would be open to using other BellSouth products.



Solution:

We created a special "Happy Holidays" card that contained a desirable year-end gift: a CD of music for the season. "Jazz For A Winter's Eve", arranged and produced by AdGap Audio, featured brand new recordings of holiday favorites with a jazzy twist, performed by an all-star band. The card also included a tear-off, postage-paid survey that casually asked "How Did We Do This Year?" Readers were encouraged to send in the survey to share their feedback with BellSouth.

Results:

The holiday CD mailers have yet to reach 18,000 BellSouth customers, but early reviews on the CD are strong. In the words of Chris Albertson, music critic and contributing editor to *Stereo Review's Sound and Vision*, "The musician's rapport is undeniable. They have come up with the most prepossessing Holiday jazz album my ears have heard to date." ■