

# Brio Software's direct mailer

## How it communicated the company's Singapore product launch

BY CINDY PAYNE

With a plethora of enterprise software solutions flooding the market, how can a new innovative Business Intelligence solution stand out without the brand clout of Computer Associates, IBM, Microsoft or Oracle? With countless invitations to product launches bombarding executives, how can you be sure yours won't be trashed or deleted as spam?

When our client, Brio Software, came to us to organise the launch of its new enterprise reporting and analysis software suite, we needed to ensure the "right" IT decision makers would come to the event. The challenge was to attract prospective customers who might not know anything about Brio or its enterprise software solutions. On top of it all, the launch was scheduled in July 2003 — right on the heels of the SARS epidemic, when people were still wary of public gatherings.

We chose a two-prong direct marketing approach. To attract Brio's partners and customers, we used a personalised direct mail piece with eye-catching graphics positioning Brio 8 as the long-awaited, most-advanced Business Intelligence solution. The direct mailer opened with the header "At last... a Business Intelligence solution combining ad-hoc query and analysis and Enterprise Reporting..." that summarised the software's far-reaching capabilities. Then a sub-header "...delivered to everyone using only a HTML web browser without the need to create a whole new security infrastructure" emphasised its ease of use. Highlights of the new software



suite's features and benefits served to fuel interest in the latest release and prompt attendance to the launch.

Secondly, an e-DM was designed for prospects, with the rationale that we would need an inexpensive vehicle to reach out to a large target audience. In this case, the invitation was much more straight forward, positioning Brio as a thought leader in the industry and offering a free copy of the company's white paper titled 'The Intelligent Guide to Business Intelligence' to explain what Business Intelligence software does and how to choose the right solution to suit individual needs. We emphasised that the event was free and spotlighted speakers who would be present-

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ing at each session to introduce Brio's management team and set clear expectations for attendees. The e-DM was designed for two page scrolls and was sent from Brio's Regional Director to lend a personal touch.

The direct mail piece was sent to 347 contacts from Brio's in-house database. In the last ten days preceding the event, we conducted a telemarketing campaign to further encourage attendance with those who had not yet RSVPed. Meanwhile, for the e-DM campaign, we partnered with CNET to rent 5,730 names of C-level, senior IT managers and marketing-related personnel from Singapore enterprises.

The two concurrent direct mail campaigns generated signifi-

cant returns for Brio: 6,214 targeted decision makers received invitations, introducing Brio and its new software suite Brio 8. 174 people RSVPed (including 110 from the e-DM campaign), surpassing Brio's expectations of 100 RSVPs, 113 people attended the event, surpassing Brio's target of 90 with 85 people staying throughout the three and a half hour event, 125 e-DM recipients downloaded the white paper and were captured as new leads and 12 e-DM recipients who could not attend the event asked for future Brio updates and were captured as new leads.

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### THE MAIL

#### Objective

To drive attendance to the Brio Performance Suite 8 product launch in Singapore.

#### Approach

A direct mail piece targeting Brio's partners and customers and an e-DM to prospects served as invitations to the launch and positioned Brio 8 as "the most advanced Business Intelligence solution in action".

#### Result

RSVPs exceeded expectations by 75% and attendees exceeded expectations by 25%.

At last...  
a Business Intelligence  
solution combining ad-hoc  
query & analysis and  
Enterprise Reporting...

Attend the official launch of Brio 8.

**See the most advanced Business Intelligence solution in action.**

Gain first hand experience and learn  
how your organisation could benefit  
from using the best in the industry today.