

Company/Organization	Walt Disney Parks and Resorts
Industry	Travel/Hospitality
Business Need	Enhance the Walt Disney World brand experience; reduce the overall cancellation rate; drive incremental revenue by cross-selling and up-selling
Direct Marketing Solution	<p><i>Description</i></p> <ul style="list-style-type: none"> • The Walt Disney World Welcome Mailer was the first in a series of personalized and customized communications that were delivered to a guest in anticipation of their upcoming visit • The call center interacted with each guest and the specific details for every guest’s upcoming visit were sent daily to the printer • The custom-created, personalized Welcome Mailer was generated and delivered to the guest within 48 hours • The Welcome Mailer was designed to reinforce the guest’s decision to take a Walt Disney World resort vacation and provided guests with only the information that was relevant to them and their travel party • The details about each guest’s visit triggered individualized recommendations for dining options, special events, entertainment, recreation, ticketed events and other options • The Welcome Mailer recognized when a household was traveling as a family, party, group or individual and whether the guest was a new or repeat Walt Disney World resort visitor <hr/> <p><i>Variable Information</i></p> <ul style="list-style-type: none"> • The full-color Welcome Mailer featured 100% variable copy and images and had over 34,000 versions that were based on more than 1,000 different content elements • Based on a selective insertion process, various other documents were also included within the carrier – a property map, vacation checklist and a vacation package insert
Results	<ul style="list-style-type: none"> • Reduced overall cancellation rate • Increased sales of specific ticket recommendations • Reduced costs by eliminating non-relevant marketing collateral from the mailing

