Best Single Welcome Letter to New Subscribers
Gold B2C
ATP World Tour Fan Credential

Brand/Client Side Team:
Philippe Dore

Vendors/Agencies:
N/A

MarketingSherpa Summary – Why They Won:

For tennis fans, there's nothing like a receiving an email from one of the world's best tennis players. The ATP World Tour, the men's professional tennis governing body, developed a welcome message for new members of its Fan Credential online membership program that used Roger Federer's name and image to create excitement. The message featured Federer's name in the "from" line, and when opened presented a personalized note to subscribers and photo from the tennis great. But the point of this copy was to get new subscribers to click through to a preference center where they could specific exactly what kind of email they want to receive in the future.

Sorry, the judges promised this winner we'd keep their results private. However, the unique approach and focused call-to-action delivered impressive results.

From Their Nomination Form:

The message created an immediate impact and a pleasant surprise effect to the tennis fans. The message from Roger Federer was creative, written in a fan-friendly approach, and re-stated the value proposition of the entire email program.

MarketingSherpa
Em@il Awards 2010

1 Welcome to ATP World Tour Fan Credential!

2 Roger Federer <credential@fans.atptour.com>

Statistics
68% Open Rate
23% Click Through Rate

This message contains graphics. If you do not see the graphics, click here to view.

1 **ATP WORLD TOUR FAN CREDENTIAL**

3 Dear Dave,

Welcome and congratulations! You are now officially part of the ATP World Tour Fan Credential.

4 If you're like me, you're always on the go and never have time to wade through all the emails that clog up your inbox. I encourage you 5 to Customise your Fan Credential to only receive the tennis content that you care about.

6 Also, be sure to specify your favourite players (think Swiss!) and tournaments and we'll create an experience specifically designed for you.

Continue to ATPWorldTour.com

2 Best wishes,

Roger Federer

7 **Note:** To ensure safe delivery of your emails, add credential@fans.atptour.com to your address book or safe list. Do not forward this message as it contains a link that allows direct access to your Credential account.

8 MY FAN CREDENTIAL Update | FAQ | Unsubscribe

9 This message was sent to [redacted]. To ensure safe delivery of your emails, add credential@fans.atptour.com to your address book or safe list.

© 2009 ATP Tour, Inc. ATP trademarks and copyrights are the property of ATP Tour, Inc. All rights Reserved. All other marks used herein are trademarks or registered trademarks of their respective owners. Privacy

ATP Tour, Inc., 201 ATP Tour Boulevard, Ponte Vedra Beach, Florida 32082 USA.
Contact Us

1 'Fan Credential' brand re-enforced.

2 Creative 'From' field to capture attention, build excitement, and differentiate from other messages in the crowded consumer inbox.

3 Personalized note (Dear first name) followed by instant confirmation to the program.

4 Friendly copy minimizing friction and anxiety. Message encourages personalization and position the consumer in control of the messages they wish to receive.

5 One simple call to action without any other distractions such as links or different topics, etc. No graphic to help clickthrough rate.

6 More emphasis on placing the consumer in control.

7 Friendly reminder for action to assure deliverability.

8 Easy access to udpate preferences from any email to continue customising the email experience as a Credential holder.

9 Reminder of the address the consumer used to register.