

**Best Promotional Message – Direct Sale or Lead Gen Offer**

**Honorable Mention**

**World Wildlife Foundation Deutschland – “His Home is Our Climate” fundraising campaign**

Brand/Client Side Team:

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Vendors/Agencies:

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**MarketingSherpa Summary – Why They Won:**

The WWF Deutschland supercharged their fundraising campaign to save the rainforests and orangutans in Borneo with a unique email appeal. The team created a fictional “diary” of an orangutan family in the Indonesian rainforest, and in the course of five emails told the story of the dangers they faced from lost habitat. The final email featured a happy ending of finding refuge in WWF-protected land. Calls-to-action included a button to donate to the cause.

They ran an A/B split test that sent half their list the first diary entry, and the other half the standard fundraising appeal message. Clickthrough rate for the diary email was five percentage points higher than the CTR for the standard message appeal – but donations from the diary were 60% higher. Over the course of the five message campaign, total donations were 700% higher than the standard, one-time appeal they had been using.

**From Their Nomination Form:**

The fictional diary of a displaced orangutan gives readers an insight into the ape’s perspective and helps them empathize with the animal’s plight. Potential donors are not given third-party reports of the situation, but a first-person account that allows them to better experience the true situation in the rainforest. Their willingness to donate increases in tandem.

# MarketingSherpa Em@il Awards 2010

## WWF Deutschland

Category: Best Email Newsletter for Marketing Purposes

*Customer: WWF Deutschland (WWF Germany)*

*Campaign title: Borneo campaign: save the rainforest and the orangutans*

*Product or service offered: Fundraising and the campaign to save Indonesia's rainforests*



# Campaign goals

- The aim of the campaign was to get as many newsletter subscribers as possible to make a donation, and thereby collect funds for the WWF's "Seine Heimat ist unser Klima" ("His home is our climate") campaign.



# Why is this campaign special?

**Hier ist Rimba!**

Liebes Tagebuch (Empfehlung)

Rimbos-Nachbarn

Rimba, Desi, Suci und Madu brauchen Sie!

Per E-Mail

Per Facebook



Rimba, Desi, Suci und Madu brauchen Sie!

Ich heiÙe Rimba und bin ein Orang-Utan. Ich lebe mit meinen Artgenossen im S¼uden Borneos. Dort w¼achst ein artenreicher Regenwald, der auf Torfboden gedeiht. Wir finden hier alles, was wir zum Leben ben¼otigen! Dar¼uber hinaus spielt dieser Regenwald f¼ur uns alle eine ganz besondere Rolle: Er ist immens wichtig f¼ur das Weltklima! Denn er speichert bis zu 50-mal soviel Kohlenstoff wie andere Regenw¼lder. Doch der Wald auf Borneo wird im rasanten Tempo vernichtet.

Helfen Sie, unsere Heimat zu sch¼utzen!

Fictional diary

- The Borneo campaign involved sending five emails at different intervals to subscribers to the WWF newsletter.
- Each email featured an excerpt from the fictional diary of an orangutan in Borneo.
- This “personal” description of the situation was accompanied by relevant facts on the state of Indonesia’s rainforests and orangutan population. These facts were always chosen to specifically match the diary entry featured.



# Why is this campaign special?

## Email structure



Personal appeal with a large CTA

Facts about the situation in Borneo

Share functionality via email and Facebook

- The mailing uses strong imagery to drive an emotional reaction.
- The main ape character and his family are introduced. They then appeal “personally” to the reader. The aim is to get across the message that orangutans are an endangered species.
- Their appeal for help is supported with relevant facts.



- Large, attention-grabbing CTAs appear in each email to lift donation rates and encourage sharing of the message.



# Why is this campaign special?

## The emails



**Mail 1:** Introduction to the orangutan family

**Mail 2:** Habitat destruction by migrant humans

**Mail 3:** Missing: poaching and the illegal trade in animals

**Mail 4:** Orangutans search for a new home

**Mail 5:** Happy end – The orangutan family is reunited in a new area under WWF protection

- A diary format is used to communicate information, whether it be an introduction to the orangutan family, descriptions of land clearance and poaching, or the happy end: the orangutans are eventually rescued and relocated to a forest area under the protection of the WWF.
- The message behind each diary entry is supported by adding relevant facts.



# Campaign results data

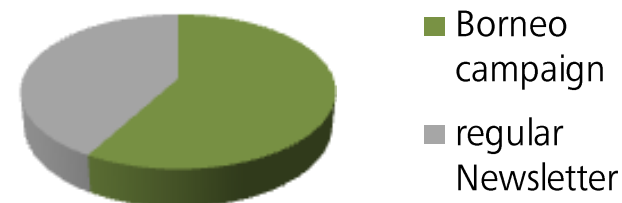


- An A/B test was conducted with the first campaign email. Each subscriber was randomly assigned to one of two groups: half the newsletter list received the campaign email, half received the WWF's conventional donor newsletter.
- The Borneo campaign concept proved its worth even at this early stage:
  - Unique open rates recorded for the two emails were similar at 26.54% for the campaign email and 25.7% for the regular email. However, total open rate was 44.49% for the campaign email, considerably higher than the 31.94% total open rate recorded for the standard newsletter.
  - CTR was also over 5 percentage points higher.

## Unique open rate



## Total opens



# Campaign results data



- The most impressive differences were seen in donation rates. The number of subscribers making a donation after receiving the first campaign email was **60%** higher than the equivalent number for the standard donor newsletter.
- The increase in the number of donors continued to climb in subsequent emails: The 2nd Mail achieved a number of donors **+110%** higher than the standard donor newsletter and even **+31,25%** higher than the 1st email of the campaign.

**Donation rate of the whole campaign:**  
(compared to the standard donor newsletter sent out as a oneshot)

**+700%**



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