

Best Automated Series (Auto Responder)
Gold Consumer
Sony – Sony Rewards Welcome Campaign

Brand/Client Side Team:

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Vendors/Agencies:

Datran Media

MarketingSherpa Summary – Why They Won:

We believe this campaign is solid gold because it so successfully accomplished the business goal it was built to address. The campaign drove significant incremental engagement with the web properties, for the segments who received it, when compared to a control population.

From Their Nomination Form:

The three test messages all beat out the control by a significant margin. Mean click-through rate (clicks/ messages delivered) was 157% higher for test messages compared to control.

Increase in Total Clicks to Sony Rewards Web Properties: The primary goal of the campaign was to further engage users with the features and functionality at the Sony Rewards website. The serialized test campaign drove 627% more total clicks to the site than the single message control campaign without any lift in unsubscribe rates or a single spam complaint (to date). The test was a resounding success and has been rolled out to the wider audience. Learnings from this test were leveraged across the other Sony email programs and new communications are being added to these message streams to test impact on core business objectives.

Day 1 Email:

Sony Rewards



Dear Erik,

**Welcome to Sony Rewards, the online home of Sony Card.
Your relationship with Sony is about to become even more rewarding!**

Thanks for registering at the [Sony Rewards](#) website, the online home of Sony Card, and welcome! In addition to the many benefits of Sony Card membership, you can now enjoy:

- 24/7 access to your points balances and the online [Rewards Catalog](#)
- More point earning opportunities
- Big savings on Sony products with the Deal of the Week and Reverse Auction
- Chances to win fantastic Sony prizes virtually every day
- Special [Sony Card members-only advantages](#)

More points. More prizes. More savings. More fun!

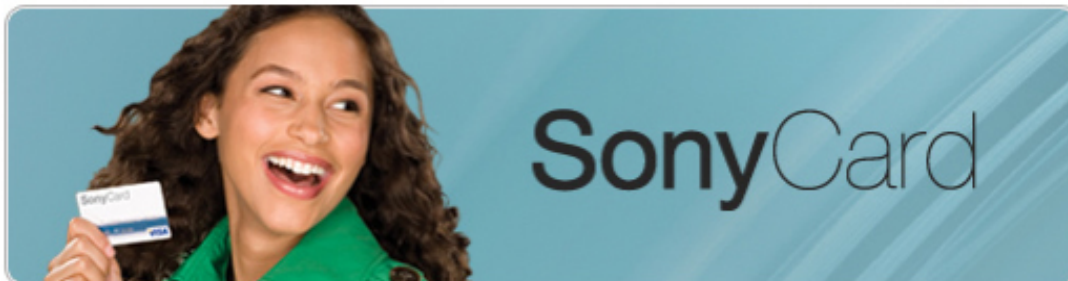
In a few days you'll be receiving an email with details on how to make the most of your Sony Card membership at the Sony Rewards website. You'll also be receiving regular informative email communications, alerting you to various program opportunities and benefits. So, in the meantime, why not browse around the [Sony Rewards website?](#)

Best regards,
The Sony Rewards Team

P.S. Make sure you don't miss out on any of the great Sony Rewards offers coming your way - please take a moment to add members@members.sonyrewards.com to your address book.

Day 4 Email:

Sony Rewards



Sony Rewards + Sony Card: the fastest way to everything you want from Sony!

Dear Erik,

If you haven't already experienced the [Sony Rewards website](#) - the online home of Sony Card - here's what your fellow card members are already enjoying:

- **Up-to-the-minute Rewards Catalog** - Electronics, CDs, DVDs, games, movie tickets, gift cards, music downloads and more! With new products, new Sony Card members-only reduced points Insider Specials, and new offers added regularly, you're sure to find great ways to redeem your points.
- **Big savings on Sony products** - Take advantage of Sony Card members-only savings with the Deal of the Week and monthly Reverse Auction.
- **Point earning opportunities** - Add to the points you earn using your Sony Card by playing games, participating in fun polls and surveys, creating and updating your personal Wish List and more. Check out the FAQ to learn about all of the fun ways you can earn points.
- **The chance to win* something virtually every day** - You could hit it big in the Daily Giveaway and Wish It Win It Sweepstakes (where Card members get DOUBLE the winnings!) or REALLY BIG in the Monthly Dream Prize.

Need more reasons to visit the Sony Rewards site? Check out the [Sony Card Advantages](#).

Thanks again for registering at Sony Rewards - we promise to make you glad you did. And remember, the more you use your Sony Card, the closer you'll get to all the Sony products you want most!

Sincerely,
The Sony Rewards Team

P.S. Don't miss out on exclusive reduced points [Insider Specials in the Sony Rewards Catalog](#), exclusively for Sony Card holders. New items added every week!

*No purchase necessary to enter or win sweepstakes. See site for official rules and additional details - [Daily Giveaway](#), [Wish It Win It](#), [Monthly Dream Prize](#)

Day 7 Email:

Sony Rewards



The best deals for Sony Card members are at Sony Rewards!

Dear Erik,

As a Sony Card holder you have exclusive access to a fantastic selection of reduced points Insider Specials at the [Sony Rewards](#) website, including:

- [Electronics](#) at up 25% off regular prices
- [DVDs](#) for as little as 500 points each
- [CDs](#) for as low as 999 points each
- [PlayStation®](#) games for as little as 500 points each

More items are added every week, so login and check Insider Specials in the [Rewards Catalog](#) regularly. While you're at the website, you'll find more great deals virtually every day in the Deal of the Week, as well as in the monthly Reverse Auction (the 3rd Wednesday of each month).

Remember, the more you use your Sony Card for everyday purchases, the more points you earn. The more points you earn, the faster you'll get to the Sony products you want!

Again, welcome to Sony Rewards!
The Sony Rewards Team

P.S. If you haven't done so already, make sure you don't miss out on any of the great Sony Rewards offers coming your way - please take a moment to add members@members.sonyrewards.com to your address book.

