

Best Postcard-Style Campaign
Silver Consumer
Emagister – Nuestros Deseos de Navidad

Brand/Client Side Team:

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MarketingSherpa Summary – Why They Won:

Emagister sent out what at first glance was a fairly simple holiday greeting – clean and simple. However, their use of video to show the people behind the company was an interesting extension of the concept that was apparently quite successful at generating good will towards all, and a happy bottom line.

From Their Nomination Form:

The feedback we've gathered from it is a nonstop list of warm wishes and congratulations for the campaign. Strengthening our bond with our users was more valuable in a long-term relationship with them than adding more revenue to last year's budget, and it has paid off.

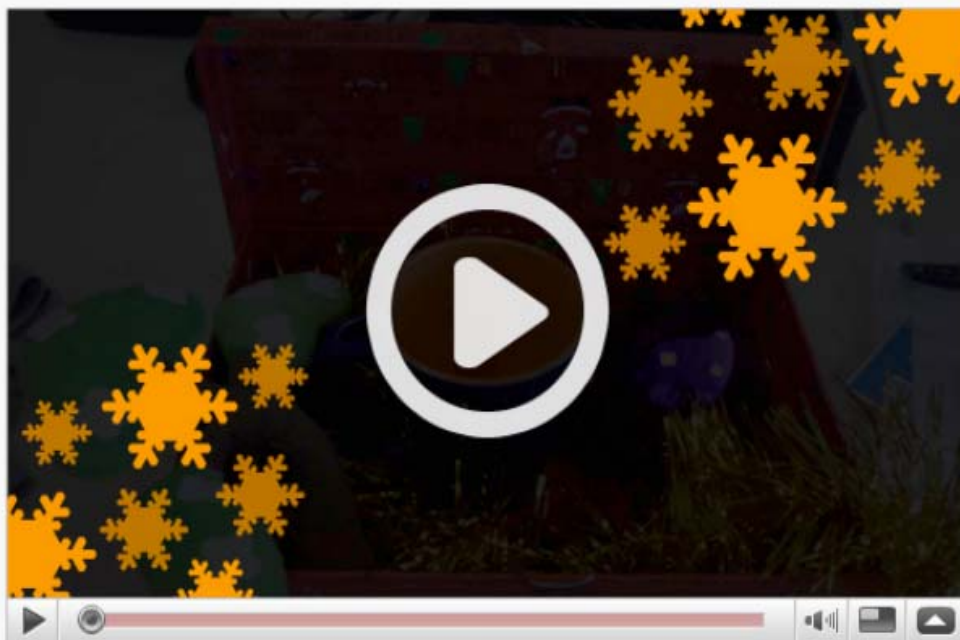
Spain's campaign:

- o 3,045,197 emails sent
- o 78,615 views
- o 3% open rate
- o 169,143
- o 215% CTOR (breakthrough record from our newsletter standards 40-47%)
- o 205,482 video reproductions (93% from the embedded player on our landing page)
- o 2nd most viewed video in YouTube Spain.
- o 23 responses on youtube.es
- o 2,600 email replies from users sharing with us their ideas to participate in the contest and to share their congratulations on the campaign

Feliz Navidad. Bon Nadal. Joyeux Noël.
Buon Natale. Merry Christmas. Frohe Weihnachten.

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**Este año para desearte Feliz Navidad,
hemos preparado entre todos una video-sorpresa**



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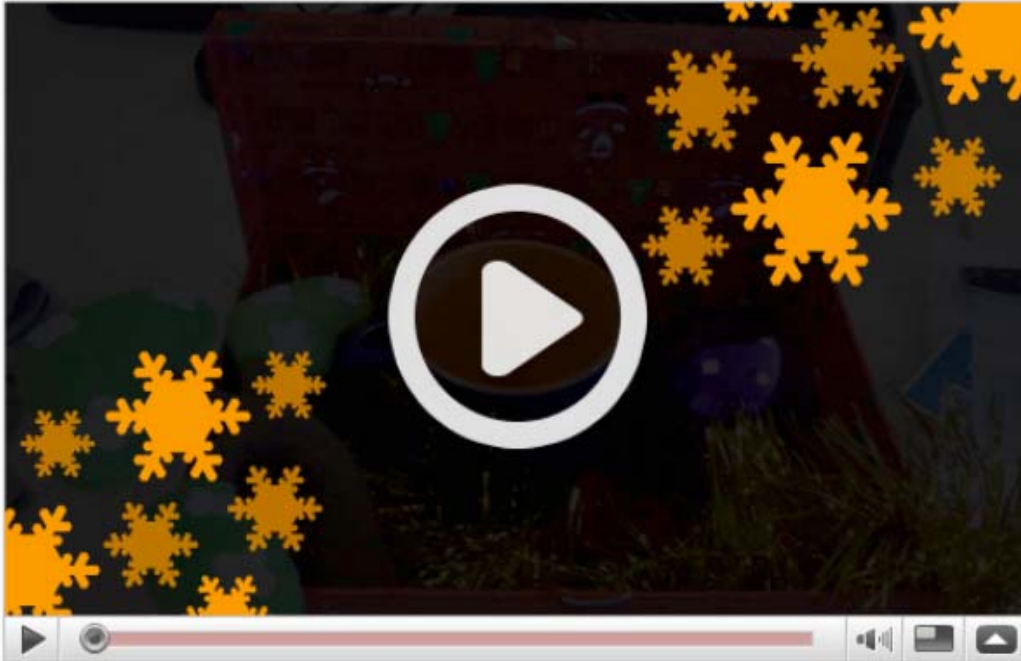
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This year, to wish you a Merry Christmas we have prepared you a video surprise.



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La elección de los ganadores se realizará el 23 de Enero.
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