



CASE STUDY



Background:

Punch! Software is a leading software developer, which features a line of home design and décor programs that have achieved retail distribution. Punch! had been exploring using television to move product at a retail level, but were immediately faced with sky-high TV rates.

Challenge:

We recommended a "self-liquidating" model that enabled Punch! to recover TV media costs through direct sales to consumer. This, at the same time, would build their brand while also driving retail traffic. The model is designed to break even, utilizing heavily discounted DRTV rates.



What we did:

SendTec worked closely with the client to choose a mid-priced SKU "Professional Home Design Platinum" (then) developed a 30-day risk-free trial offer plus an upsell. Next, we produced 1 and 2 minute DRTV spots along with a companion web site (www.punchsoftwaretv.com). We also set up inbound telemarketing and fulfillment. In addition, SendTec constructed a financial model, which would tie together phone orders, web orders and retail sales. This would conclusively show how the objective of self-liquidation was moving products in all channels.

Finally, a media plan, based on the product was implemented. Cable network channels included:

- Do It Yourself
- Home & Garden TV
- TLC
- Discovery

Results:

The sales resulting from DRTV did reach breakeven in one month (vs. the two months projected). It has been profitable for them every month since. DRTV also drove a very noticeable lift at retail -- a primary objective of the campaign. After only 60 days on-air, in-store sales were up a dramatic 20% over the same period in the previous year.