



Nourishing IDEAS for Growing Brands™

CASE STUDY



HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING

AARP
MEMBERSHIP

To register your AARP membership, return this form with a check or money order payable to AARP. Do not send cash.

DESCRIPTION One year membership
AMOUNT \$12.50
MAIL BY 00/00/2007

If you prefer a longer term, check below and enclose appropriate amount.
 3 years/\$29.50 5 years/\$39.95

PLEASE PROVIDE:
My Date of Birth: _____

FOR FREE SPOUSE/PARTNER MEMBERSHIP
Spouse/Partner's Name: _____
Date of Birth: _____

123456789012345678901234567890

Mr. Sample A. Sample XXXXXXXXXXXXXXXX
XXXXXXXXXX
1234 Any Street,
XXXXXXXXXX
Anytown, USA 12345-1234
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

WHAT YOU GET	PRICE
<input checked="" type="checkbox"/> 12 month membership in AARP	\$12.50
<input checked="" type="checkbox"/> 12 month membership for your spouse or partner	*Included*
<input checked="" type="checkbox"/> AARP The Magazine - World's largest circulation magazine	*Included*
<input checked="" type="checkbox"/> 10 issues of The AARP Bulletin Newspaper	*Included*
<input checked="" type="checkbox"/> Access to exclusive products: health insurance, dental coverage, eye care, pharmacy.	*Included*
<input checked="" type="checkbox"/> Discounts on hotels, airlines, cruises, car rentals, home security and more.	*Included* ONLY \$12.50

Please keep this card until you receive your new card. It will include your new card, as well as complete details on how to take advantage of your member benefits. I'm sure you'll find that using just a few of your benefits can more than pay the cost of your membership. You'll also appreciate AARP's trustworthy information and resources. It can help you protect your health, your money and your career, and make the most of life over 50.

Welcome to AARP!
Sincerely,
William D. Novell
Chief Executive Officer

WDS:cc
P.S. Thank you for returning the form above by the date requested.

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AARP: Founded on the simple premise that no one should have to live in a chicken coop.

Dear Sam,

In 1947 on a meager pension, it was all one retired teacher could afford.

That's when Dr. Ethel Percy Andrus, a retired high school principal, made a shocking discovery. On a visit to a former teacher, she found the woman in poor health living in an old chicken coop, and unable to afford medical care.

She got mad. She also got organized. After helping that first teacher, she turned her efforts to helping tens of thousands of other retired teachers. Over 40 companies had her down, but she persevered and eventually succeeded. She soon discovered that many other people needed help as well, and in 1958, she founded AARP.

Today as the nation's leading membership organization — with nearly 40 million members — AARP remains committed to championing the needs of our members and the future of every generation.

We do this by focusing on the five necessities that every generation shares:

- The need for health
- The need for financial security
- The need for community
- The need to give back to society
- The need to enjoy life

Meeting these needs, and ensuring the quality of life for all as we age is no small task. It requires a unique three-part organization.

CAMPAIGN DELIVERABLES >

Ideation • Messaging • Copywriting • Design

SITUATION >

As one of the largest non profit organizations in the world, AARP has over 40 million members nationwide. Their membership base consists exclusively of baby boomers and seniors. Direct marketing is one key tactic that drives membership growth and ROI.

SOLUTION >

As a creative partner with AARP we have worked within their direct mail framework. Utilizing the control as a starting point, we have pitched many successful new ideas with little to no increase in production costs to various member segments.

OUTCOME >

It has been said that 9 out of 10 tests fail to beat the control. Dog Food Design has bucked that trend and has averaged a rate of nearly twice that. Working with both the acquisition and winback teams we have outpaced the control and provided response lifts.