

Agency Party E-vite

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Hey, they aren’t always business challenges! ”

Mike Kuhl

Business Challenge

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WorldAPP Product used

Email-based Key Survey

Steps to reproduce the scenario

We designed a survey with a custom layout that mimicked our company website www.baileylauerman.com.

We had to develop a custom CSS that allowed for center aligned questions and responses. The survey was constructed using advanced logic that allowed invitees to RSVP and receive personalized responses based on their personalities and RSVP information.



About:

We're a marketing communications agency in the storytelling business, weaving compelling brand tales for Disney, Union Pacific, Cessna, Pepsi, Honeywell Aerospace and ConAgra Foods, just to name a few.

It's been our experience that a good story, well told, can change a brand's destiny. Rewrite its future. And what's good for a brand is good for business.

No company ever went broke capturing the imagination of its customers. So it's a lucky thing we have a knack for simple, honest storytelling. Maybe it's the Nebraska in us.

A series of .gif animations with flickering candles were designed and uploaded to create some visual excitement to the instrument.

We hosted images for the html-based email invite on our own servers and used the source editor to link the information to the Key Survey Launch tool. We uploaded a .csv email file of invitees along with their names and nicknames that would unexpectedly show up in their invitation and throughout the survey.

Upon completion of the e-vite, respondents were directed to a google maps page containing directions to the party location.

Features used:

- Email launch and maintenance tool
- Pre-populated form fields
- Custom CSS
- .Gif Animations
- Skip logic/Piping
- Auto Data



Results

Respondents were surprised at the interactivity and personalization of the anniversary invite, especially from a group of researchers.

We were also able to track each potential respondents status, so we could ensure a 100% response rate. Based on the campy artwork and copy, the agency will probably never again trust the research department to develop a party e-vite.

Mike Kuhl

