



## Rocketseed and Response

# case study

### 1. Client

The Villa Via is a four star luxury hotel situated in the Gordon's Bay Waterfront just 25 minutes from Cape Town International Airport.

### 2. The Goal

The goal of this campaign was to engage with clients and entice them to win prizes associated with the Hotel. All prizes were designed to entice customers to the Hotel.

### 3. The Campaign

A Rocketseed bulkmail distribution was sent out to the hotel's database advertising the Win with Villa Via competition.

### 4. The Result

Within minutes of the campaign being sent out, entries started to be received. The mailer was sent to 5,680 email recipients and 928 competition entries were received. This equates to a 16 % response.

### 5. Client Comments

*"The response generated in such a short period of time was phenomenal. We are extremely happy with the result and Rocketseed. It is always good to see positive results generated from the work we all do.*

*We would like to thank Rocketseed – especially the support team – for all the assistance they endlessly supply"*

Richard Toms, MD Electric Fire

