

Flimp Case Study: Higher Education

Video Email for Admissions Communications

Client: Davidson College

FLIMP MEDIA
improve engagement

About Davidson College

Davidson is a highly selective independent liberal arts college for 1,700 students located 20 minutes north of Charlotte in Davidson, N.C. In March 2008, Davidson became the focus of national attention when its men's basketball team reached the NCAA Tournament's "Sweet Sixteen" by beating heavily favored Georgetown University in the second round. At this same time, the Davidson College Admission Office was preparing to send out acceptance letters to more than 900 admitted students.

Marketing Objective

David Mabe, Assistant Dean of Admission at Davidson, recognized that the unexpected success of the men's basketball team provided a unique opportunity to generate enthusiasm among admitted students to increase admission yields. "We had a nationally recognized sports team and we wanted to share their success with our admitted students" said Mabe. The challenge was to come up with a way to quickly create, deliver and track an exciting web communications campaign that would connect admitted students with the energy and excitement surrounding the Wildcats NCAA Tournament run. The window of opportunity was small and Davidson did not have an agency or in-house marketing resource to execute a web campaign in such a short time frame.

The Video Postcard Campaign

Davidson turned to FLIMP Media to create, deliver and track a video postcard email campaign designed to build on the excitement of the Wildcats' Sweet Sixteen success. The campaign would feature a Davidson branded Sweet Sixteen video microsite with links to information about the college and a website built to welcome students to the Class of 2012. Admission acceptances were posted online at

9:00 p.m. Eastern on March 27th. By the next morning, nearly 400 students had accessed their acceptance letters. The Admission Office decided to target these students with the video postcard campaign quickly, before the next tournament game. Using FLIMP and available graphics and video content, the video postcard was created and delivered to target students on the afternoon of March 28th.

Campaign Results

"The timing of the video postcard campaign was impeccable. For these students, we were able to combine the enthusiasm of being accepted to Davidson with the energy and excitement surrounding the success of our basketball team" according to Dave Mabe. "We never could have done something like this on such short notice without the FLIMP technology and FLIMP Media's supportive and responsive staff. The whole process was pretty amazing."

"In terms of our yield results, we expect to admit a certain number of students from our wait list every year. This year, however, our yield was so high that we didn't go to the wait

list for additional students. I have been with Davidson's Admission Office for five years and this is the first time that's happened. We can't attribute it all to the video postcard campaign, but it certainly helped. Most of the colleges and universities I know had to go to their wait lists this year and we didn't."

A total of 380 students received the Davidson video postcard campaign by email and there were 400 video postcard views representing a 106% engagement rate. Of those, 159 students or 40.8% of the target audience watched the 71 second video to completion. The campaign response rate was an astounding 64.55% as 251 students clicked response links. Of those, 212 went to the Davidson Class of 2012 website. According to Dave Mabe, more students went to that website from the video postcard campaign than from the links on Davidson's own online acceptance letters. The total viewing time for the campaign was 7 hours 10 minutes and 48 seconds.

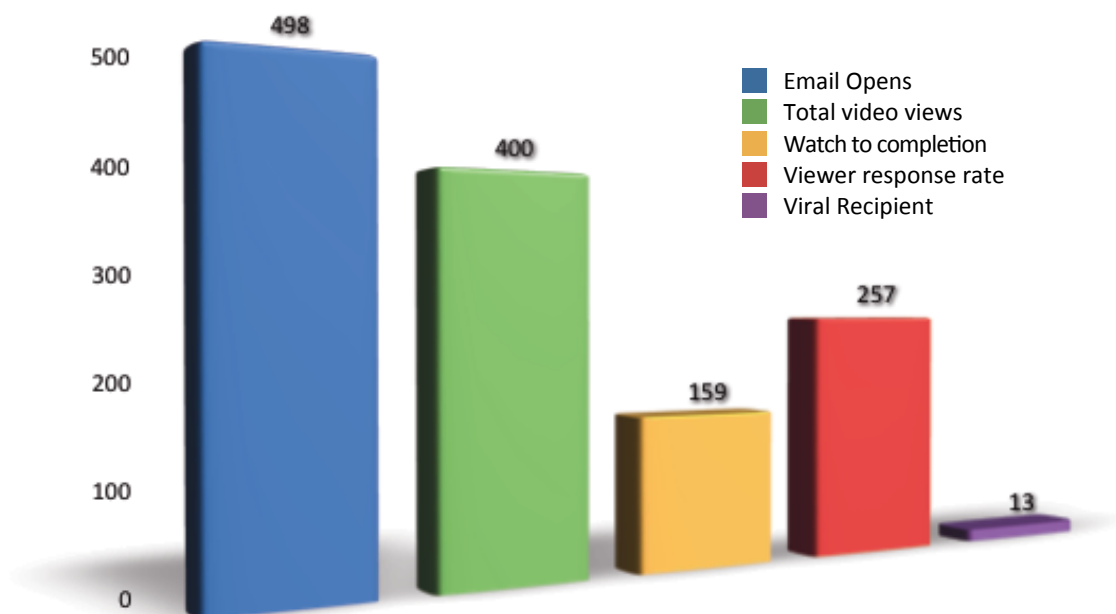
Flimp Media, Inc.

2 Hayden Rowe Street | Hopkinton, MA 01748
Phone: 877.FLIMP.IT (877.354.6748)
Fax: 508.974.1776
Email: jenn@flimp.net | Web: www.flimp.net

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Davidson College Video Postcard Email Campaign. Viewer Engagement and Reponse Data.



Target Audience Actions	Viewers	Response Rate
Received video postcard email	389	100% of delivered emails
Opened video postcard with email message	498	131.40% of email recipients
Total video postcard views (includes views from viral recipients) ¹	400	106.10% of email opens
Watched to completion (watched entire video)	159	39.75% of video postcard viewers
Response links clicked (viewer responses)	257	64.25% of video postcard viewers
Forward to a friend (sent to a friend) ²	13	3.25% of video postcard viewers

1 Multiple views by the same person within 5 minutes are counted as one video postcard view.

2 Viral Recipients data does not include messages forwarded directly from email agent.

Viewer Response Data	
Video Duration	1 min., 11 sec.
Total Viewing Time	7 hr., 10 min., 48 sec.
Average Viewing Time	1 min., 6 sec.

Using FLIMP, a video postcard marketing campaign was created, launched and tracked by viewer email address to promote the NCAA Men's Division I Sweet Sixteen appearance by Davidson College. The campaign targeted students accepted to Davidson College's Class of 2012.

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