



Wholesale Industry Case Study

Interactive Technology Used to Improve Bottled Water Sales

Introduction

Nestle Waters Direct, Inc. began its bottled water business in 1976; it currently has 29 facilities across North America. As prospective consumers were moving towards online marketing channels, Nestle Waters sought to update their marketing plan. The company decided to integrate digital mail and online technology for a multi-channel marketing approach. The result was increased phone orders and a significant increase in customers who clicked through to the company's acquisition web page.

The Challenge

Nestle Waters Direct noted a decline in response to their marketing efforts as prospective customers moved to a more technological marketing channel. The company sought a way to integrate their current direct mail marketing campaign with online options.

The Strategy

Nestle Waters Direct worked with 2 other organizations to combine direct mail and digital marketing. The team designed mailpieces with a Quick Response Code (QR) and Augmented Reality (AR) to give customers the option to click through an online acquisition site or speak to a telesales representative through click-to-call. The company also tested a third type of hybrid digital mailpiece, Personalized URL (PURL), which led the consumer directly to online acquisitions.

The Results

The interactive elements on mailpieces increased online engagement and provided a lift in phone orders. The QR code was the most successful of the 3 digital enhancements, with a 33% increase. The company also noted that, overall, engagement with QR and AR elements resulted in increased orders, and the percent of customers who clicked through to the e-acquisition page from each interactive element increased (AR 11%, PURL 14.8%, and QR 46% compared to the 2.5% average).



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