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Awards Calendar

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S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Contact Us

If you'd like to find out more about the ADMA Awards, make suggestions for the program or have some other feedback to share, contact our Director of Communications & Awards today.



Kate Furey
Communications & Awards Director

[Contact](#)

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Throw This Away

TOP VAR

THROW THIS AWAY

We bet you can't. But if you're not using your Customer Insights Tool, you may already be throwing away money.

Dear VAR,

To help you identify more sales opportunities throughout the year, we'd like to remind you of the value of your Customer Insights Tool (CIT).

Data available through your CIT indicates that you could be missing out on an estimated \$456,526 of potential Windows 7 Upgrade opportunities within your existing customer base.

By giving you an accurate picture of existing cross-sell and up-sell opportunities, your CIT can help you initiate the right conversations with the right customers. And increase your chances of closing more sales.

New features to help you identify sales opportunities

An add-on add for Top VARs, your CIT now comes with new features that can help you to:

- Generate demand for a Windows 7 upgrade
- Track Software Assurance and Open Value license renewals
- Identify which customers are most likely to take up Microsoft Online Services, including Business Productivity Online Standard Suite (BPOS)

Sales and marketing support in the form of Mini Campaigns is available through the Partner Portal. So don't throw away money. Start taking advantage of your CIT today.

Yours sincerely,

Steve Kingwell
Partner Strategy and Programs Director
Microsoft Australia

Important: you have a new CIT login ID

Here are simplified login details to download and start using your CIT today. Follow these simple steps:

1. Visit <http://www.microsoft.com/au/1/MSR000001>
2. Enter your user name: **ARTHUR BLOOMER COMPUTER**
3. Enter your password: **2584ADMA**
4. Follow the step-by-step instructions.

Client

Microsoft

Agency

Wunderman

Awards



Marketplace Challenge

Microsoft products and services are sold through authorized resellers. Those who perform the best are called Top VARs (Value-Added Resellers) and are provided extra support. Each Top VAR has access to an online 'Customer Insights Tool' (CIT) that helps them identify lucrative cross-sell and up-sell opportunities.

However, Microsoft noticed only 1.8% of Resellers downloaded the tool in January and therefore the vast majority were missing out on many potential lucrative sales for themselves and Microsoft.

Objectives

Inform the Top VARs of their new login details, and encourage them to download and use the online Customer Insights Tool.

Strategy

Resellers are sales-based business, and therefore they speak one common language – money.

To get their attention and encourage them to start using the CIT, Microsoft needed to show them they were missing out on a chance to make even more money.

Implementation

The idea was simple. Despite Australia Post's recommendations against sending currency in the mail, we did it anyway and created an Australian Direct Mail first.

We posted real money to the Resellers and dared them to throw it away – because that's what they're doing unless they start using their Customer Insights Tool.

The letter was personalised for each recipient using data to highlight exactly how much money they were potentially missing out on.

The call to action: Use your new login to start using the Customer Insights Tool today.

Campaign Delivery Cost

\$ 0 - \$ 49,000

Results

In the month this mail pack was sent, the number of Resellers downloading and using their Customer Insights Tool increased 723% compared to January. And the month following this pack still saw an increase of 515% over January's figures.

Credits

Creative Director
Matt Batten

Art Director
Matt Batten
Aaron Sutter

Copywriter
Jason Stubbs

Strategy
Melissa Eychenne

Account Management
Belinda Leworthy
Kate Nicoli

Client Executive
Clayton Moulynox

Production
Paul Hayes

Printer
Centrica

Mailhouse
Centrica

