

# The American Marketing Association Hits New Acquisition Goals

using a relational branding campaign from J&C



## The Challenge

- Rebrand the AMA marketing material to attract new segments without alienating members
- Reposition the association to become more customer-focused
- Get savvy marketers to respond to a newly branded campaign

## The Solution

- Rebrand integrated communications efforts for both national and local levels

## The Result

- New acquisition goals achieved



## The Challenge

Marketers are a skeptical lot — particularly when they're on the receiving end of a marketing message. So how do you get through to such a savvy and knowledgeable audience? And even then, how do you get busy marketers to stop, read your message and take action?

That was precisely the quandary facing the American Marketing Association (AMA). Its member attrition was higher than the industry average, and it needed to reinvigorate its brand both nationally and on a local level. To find the solution, AMA turned to Jacobs & Clevenger.

## The Solution

Knowing that this dialed-in audience would be quick to spot a promotion and even quicker to reject it if it didn't connect in a relevant and meaningful way, J&C had to come up with a compelling solution, one that educated potential members and inspired them to take a specific action – join the AMA.

By creating a clean, crisp look and cogent copy, the campaigns spoke to prospects individually about benefits and worked seamlessly to support local chapter marketing efforts.

## The Result

Finding the right look, feel and voice for the AMA required meticulous research, a highly focused strategy and original creative.

We started by defining how the AMA needed to be repositioned to become more relevant and worked to develop a distinct brand personality. Next, we identified and tested messaging that explored the AMA's philosophy. We also examined the contact strategy, recency/frequency schedules and budgets based on the value of key segments.

In the end, our solution came down to one very simple premise. The AMA was The Source. And we branded it as such.

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J&C helped lead a world  
of marketers to The Source

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JACOBS & CLEVINGER



# The J&C Approach

## REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

## PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

## ANALYZE

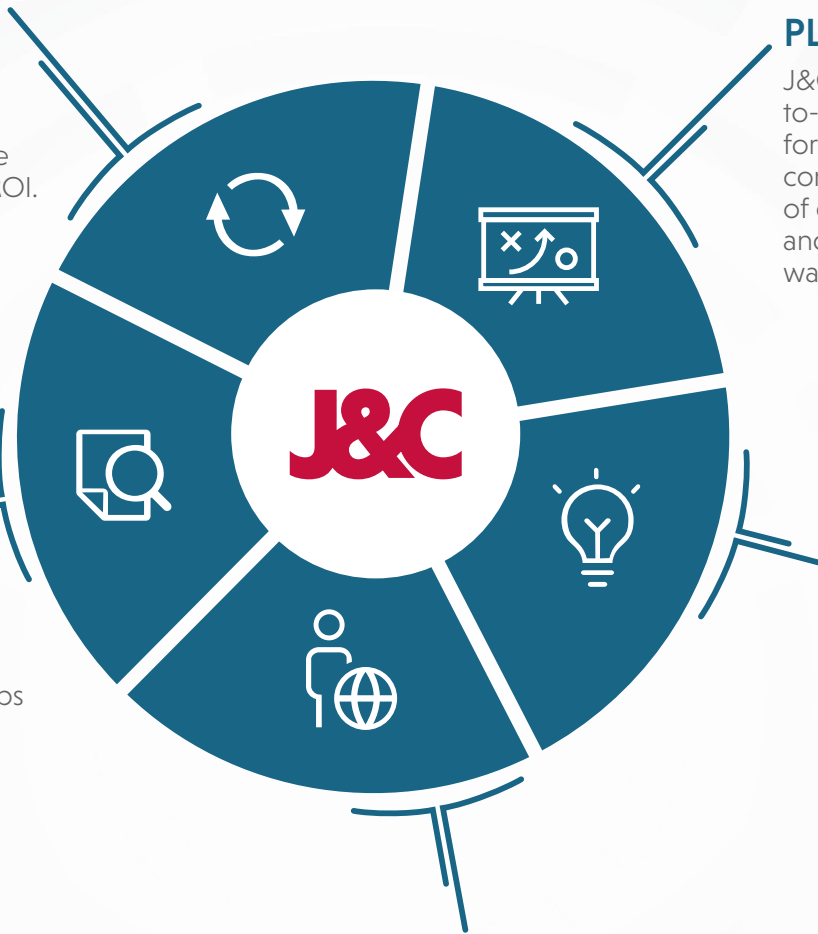
By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.

## CREATE

Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

## DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.



## Let J&C Help Unlock Your Marketing Potential

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