



The Mission of Archbishop Stepinac High School is to offer young men of the Archdiocese a highly competitive academic and extracurricular program that will prepare them for college and leadership roles. The faculty and staff accomplish these objectives by pursuing excellence and creating a supportive, disciplined atmosphere with a strong sense of camaraderie and Christian values that is unique to the Stepinac experience.



Archbishop Stepinac High School has provided a comprehensive college preparatory curriculum, grounded in Roman Catholic values and traditions, for over 60 years.

Today, Archbishop Stepinac has approximately 600 students from Westchester, Bronx, New York, Rockland and Putnam counties. The curriculum includes honors classes in English, math, science, and Latin, and students take Advanced Placement in sixteen courses.

### CHALLENGE

*Increase attendance at an open house event hosted by Archbishop Stepinac to attract prospective new students to the school.*

Using personalized cross-media campaign technology to increase results

## SOLUTION

*Combine personalized direct mail with a personalized virtual website to create an interactive experience for each recipient.*

Using a combination of recent and archival images, the Thompson & Bender agency of Briarcliff Manor, New York, created a stand-out graphic and color-rich 6" x 11" direct mail piece themed "Why Choose Stepinac?"

Unlike traditional direct mail campaigns where the call to action ends on the mail piece, the Thompson & Bender design was aimed at moving the recipient directly to their personalized website, where Stepinac could deliver a stronger audiovisual appeal.

As an additional incentive for the recipient to visit their personal website, Stepinac offered a voucher for free admission to any Stepinac sporting event—a strong incentive given the school's long history of athletic excellence.

Digital cross-media strategy and implementation services were provided by MSP Digital Marketing, including:

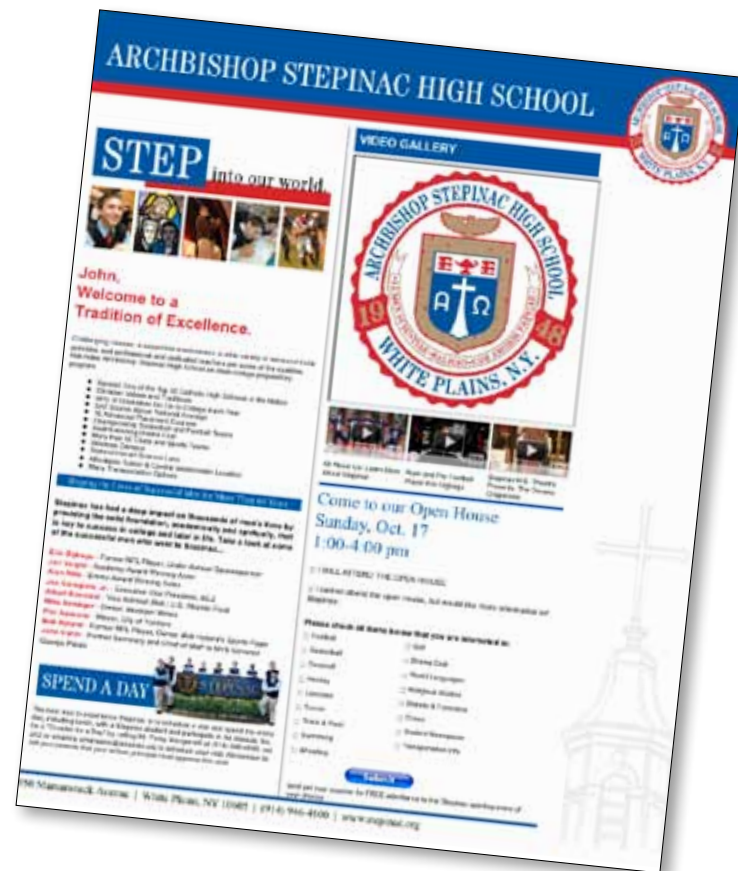
- Mail piece personalization, data mapping, and testing
- Print production and mailing
- Personalized website creation, programming, and hosting
- Real-time response measurement and analytics

Using the personalized responses, Stepinac was able to collect each respondent's e-mail address, RSVP to the open house, and areas of interest to help the school continue a targeted, on-going dialog with each prospective student.

## RESULTS

- Total Mailed — 828
- Total Website visits — 112 (13.5%)
- Total survey RSVPs — 59 (7.1%)
- Total commits to attend — 44 (5.3%)
- Total asks for more information — 15 (1.8%)

For additional information contact:  
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*“We received positive results from MSP’s personalized interactive marketing and plan to utilize them again!”*

*Elizabeth Bracken-Thompson,  
Partner and Senior Vice President,  
Thompson & Bender*



Personalized Interactive Marketing . . . Proven Results