

STRIKING THE RIGHT CHORD

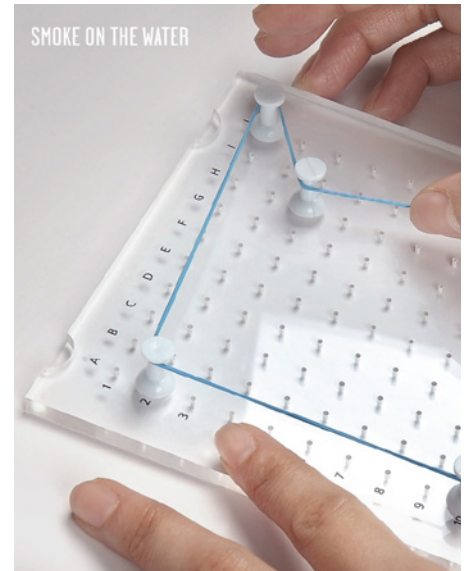
Raffles Music College used rubber bands and a CD case to make a musical instrument in a mailing that sent enrolment inquiries off the scale.

Singapore Raffles Music College, a partner of the London College of Music, offers outstanding music education for people of all ages and abilities. Their challenge was to dispel the image of the college as elitist, and attract beginners to join their entry-level music programs.

To appeal to new students, music schools send out CDs of their current performers, but recipients don't always listen to them. Like many others, Raffles sent out a CD case of its own. On the face of it, this didn't differentiate them from any other music school.

However, their direct marketing campaign played on a key insight that turned intimidation into participation. By transforming the traditional CD case into a musical instrument, the college invited prospective students to discover their own talents as they twanged out a tune on a series of stretched rubber bands. It was a CD you could play, just not in the traditional sense.

This interactive mailing clearly demonstrated that learning music is at anyone's fingertips. Within five days, the beginner music course was oversubscribed. As a result, the mailing had a 43 per cent response rate, and raised enrolment inquiries by a factor of six.



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