

# IMPACT LABELS BOOST EZPAY

by Rick Matsumoto

## Rockford Register Star

The [Rockford Register Star](#) (Rockford, IL) has been successful using “impact labels” to increase participation in their EZPay automatic subscription payment program.

### Background

While many newspapers around the country have found it relatively easy to increase the number of EZPay customers, it was not the case for the Register Star. The traditional tactics of promoting EZPay through in-paper ads, online pop-ups and billing inserts kept the program top of mind, but did not “move the needle” significantly.

### Taking Action

With a company goal increasing EZPay membership by four percent, however, circulation executives at the Register Star were not allowed the luxury of surrendering to the idiosyncrasies of the Rockford market. “We tried, but it doesn't work here” was not an option!

On the advertising side of the paper, the Register Star had been using “impact labels” for quite a while. These Post-It® style labels give



advertisers front-page exposure in a manner that catches the reader's eye. Advertisers had reported great success with this method, so circulation executives decided to try it for EZPay.

A label was designed offering four weeks free to anyone signing up for EZPay. The label ran on the front page on March 5, 2004.

### Results

In just the first two months, 460 people took advantage of the offer. This represented a one percent increase in their EZPay base and made the four-percent goal very attainable.

“We looked into the possibility of zoning the labels,” explained Nancy Rainwater, marketing communications manager. “However, we found that the response was good in all of the zip codes in our NDM.”

The Register Star has since run another impact label campaign with similar results, so the goal of increasing their EZPay base is well within reach!

---

Nancy Rainwater is the Marketing Communications Manager for the [Rockford Register Star](#) in Rockford, IL. She can be reached at (815) 987-1228. This case study, originally submitted to the Retention Marketing Advisory Board as an entry for the Catalyst Awards, was written exclusively for [ASTECH InterMedia](#) and may not be reproduced in any form without the express permission of ASTECH InterMedia.

