



# Case study

## Email newsletter program

ANSTO uses email newsletter program to generate interest and awareness



*"Permission Communications delivers a suite of online strategic and tactical services that have benefited our organisation greatly. ROI has been clearly illustrated through rigorous market research. This has no doubt been facilitated by the creative approach that underpins their strategic capabilities. Their staff are personable and make working with them a pleasure."*

**Craig Pearce, Manger - Corporate Communications, Australian Nuclear Science and Technology Organisation**

### Background

The Australian Nuclear Science and Technology Organisation (ANSTO) is responsible for delivering specialised advice, scientific services and products to government, industry, academia and other research organisations.

Most Australians have little knowledge of ANSTO or nuclear science and technology in general.

As a Government division, ANSTO has a limited communications budget but needs to reach a large mass of Australians in order grow positive public perception towards the organisation.

ANSTO briefed Permission Communications to develop an email newsletter driven program to communicate topical and relevant content to its database. The program was called Velocity and part of the ongoing brief is to continuously acquire new members to broaden its reach.

### Objective

- Create positive awareness of ANSTO
- Build a targeted database from scratch
- Execute with minimal budget

### Key Insights

- Most Australians do not know who ANSTO is, what they do or that their activities affect their lives.
- The target audience is already online.

### Strategy

- Generate interest in ANSTO and their projects within the Australian community through engaging content.
- Communicate relevant content through a quarterly email newsletter.
- Drive recipients to a website to read articles and learn more.

**Permission Communications knows what it takes to deliver effective digital marketing. For more information or to talk to one our consultants please call 1 800 PER COM or visit [www.permission.com.au](http://www.permission.com.au)**

### Solution

- An integrated email newsletter, website and subscriber database was created called "Velocity".
- The site is updated with relevant content and an email newsletter is sent out to the database with a summary of stories.
- A referral mechanism is included within the site for subscribers to send articles to friends and colleagues.

### Results

- The Velocity database grew by a factor of 10 with no acquisition budget in 6 months.
- Interest in Velocity articles led to their publication in Science magazine.
- Email newsletters maintain high response rates.

