



## AARP acquires new members with new direct response commercials

### WHO ARE THEY

AARP is a nonprofit, nonpartisan, social welfare organization with a membership of nearly 38 million that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families — such as health care, employment and income security, and protection from financial abuse.

- Company Website: [AARP.org](http://AARP.org)
- 120 Spot: <http://youtu.be/C-9eEJvv3s4>
- 60 Spot: <http://youtu.be/Yno0YqD1Ux0>
- Headquarters: Washington D.C.

Canvas Films is a full service DRTV production agency that works with direct response marketers throughout the U.S. that need an aggressive plan to achieving growth through various advertising channels.

- Company Website: [canvasfilmsdrtv.com](http://canvasfilmsdrtv.com)
- Headquarters: Ft. Lauderdale, FL

### WHAT WE NEEDED TO DO

- Increase membership through direct response TV commercials
- Out-perform previous “control” commercial on a cost per order basis

### WHAT WE DID

- Re-worked existing captured media into a more concise message
- Created an effective CTA to entice new members to join
- Used our extensive direct response knowledge to make sure the spot hit all the important points as well as showed the benefits of membership

### WHAT WE ACCOMPLISHED

- On the 120 spot CVR was +16% higher resulting in improved CPO by 10%
- AARP stated the Slice of Life :60 out performed the control by a double-digit “huge” margin

Since its inception in 1958, AARP has grown and changed dramatically in response to societal changes, while remaining true to its founding principles:

- Promote independence, dignity and purpose for older persons
- Enhance the quality of life for older persons
- Encourage older people “To serve, not to be served”

After their initial direct response campaign did not meet their expectations, Dumont Project and AARP teamed up with Canvas Films and independent DRTV Consultant, Lee Zoppa, to re-work their existing materials into a new set of commercials.

### Picking the Right Message by Explaining the Right Benefits

A lot changes in almost 60 years, especially the way consumers engage with advertising. Utilizing enticing CTAs, strong benefits and compelling testimonials, Canvas Films tailored the AARP commercials to better reach their target audience. Our DRTV team looked over hours of testimonial interviews and all the benefits and offers AARP had in place so we could properly select what we need to fine-tune the message allowing AARP to acquire new members through television advertising. Focusing on the free additional membership as well as many of the social and economic benefits AARP has to offer their members, we tailored their message to gather maximum interest.

As well, we used data gathered from a focus group to fine-tune both the :120 and :60 versions of their commercials so that the CPO could out-perform the “control” spots.



Screen grab from commercial showing improved CTA offer

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## ABOUT DIRECT RESPONSE TV

DRTV places you in front of hundreds of thousands of viewers at home on their TV sets, computers, tablets, laptops and smartphones.

It allows you to generate more targeted leads with a captivating offer that incites an immediate response from consumers.

DRTV increases your revenue stream by directly and indirectly furthering your marketing efforts all the while being 100% trackable and quantitative to ensure you are receiving the results you want

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## Canvas Films Contact Info

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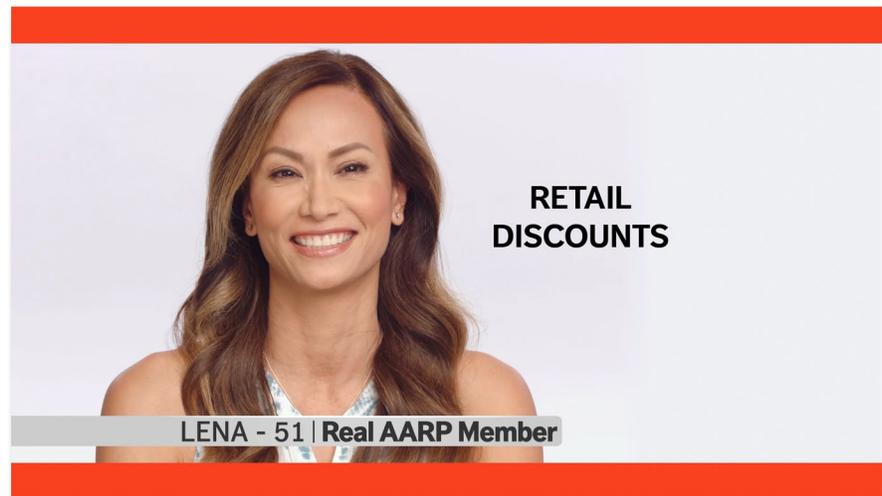
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## A Trackable Platform with Real Results

With the focus group data in place, the DRTV team at Canvas Films focused on creating a set of commercials that would increase AARP's new member acquisition along with lowering their CPC and CPO at the same time.

Evidentially, AARP saw an increase on the :120 spot CVR that was +16% higher resulting in improved CPO by 10%. On the 60 spot CPC dropped from \$60.82 to \$33.05 bringing their CPO down from \$291 to only \$161, thus out-performing the control by a "huge" margin.

By optimizing their CTA, highlighting the important benefits and fine-tuning their testimonials, the Canvas Films DRTV team helped AARP increase their membership almost immediately with the new short form direct response campaign.



Screen grab from commercial showing testimonial and featured benefit



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