

That's right.
The world **DOES** revolve around **YOU**.
(Well...at least **OUR** world does.)

*Dear <First Name>,
Helping you navigate your world is our top
priority, and we're grateful for the opportunity.
We hope you'll enjoy this exclusive gift as a
gesture of our appreciation.
Your friends at Sprint*

You're an Important Part of Our World
Get Lookout Premium Protection for your smartphone,
and enjoy it FREE for 12 Months as our gift to you.

Grab your smartphone and claim your gift. It's easy!

- Go to Google Play or iTunes.
- Search for the Lookout app, open it and then follow the download instructions.

Lookout Premium—protect your phone, data, privacy and your digital life!
Enjoy best-in-class security—automatic protection from malware, spyware and risky websites.
Privacy Advisor manages your apps and the personal information they access.
With Locate, Scream & Signal Flare, you can find your phone anywhere and trigger a sound even when
it's on silent and when your battery is low.
Back up your photos and contacts—access or download anytime by logging into your personal
Lookout.com account.

As our customer, you deserve the best.
Your 12 months of Lookout Premium (a \$29.99 value) is a top-quality service
and our way of saying thanks for choosing Sprint.

See back for more details.

Sprint Corporation Doubles Digital Engagement Rates by Sending Custom Hallmark Greeting Cards




DISCOVER HOW ONE OF THE LARGEST MOBILE NETWORKING OPERATORS IN THE UNITED STATES UTILIZED CUSTOM HALLMARK GREETING CARDS TO DELIVER A CUSTOMER APPRECIATION MESSAGE AND SPECIAL OFFER TO IMPROVE DIGITAL ENGAGEMENT.

BACKGROUND

In the highly competitive telecom industry, being described as a customer-centric company is not just a nice-to-have; it's a must-have. Implementing a customer-focus approach must extend beyond the customer service department—it must become an emphasis for all facets of the business, including marketing.

Sprint Corporation, one of the largest mobile network operators in the United States, wanted to deliver an offer that would demonstrate a new, customer-first approach. Looking to differentiate itself in the crowded and competitive marketplace, Sprint outlined the following three goals for the initiative:

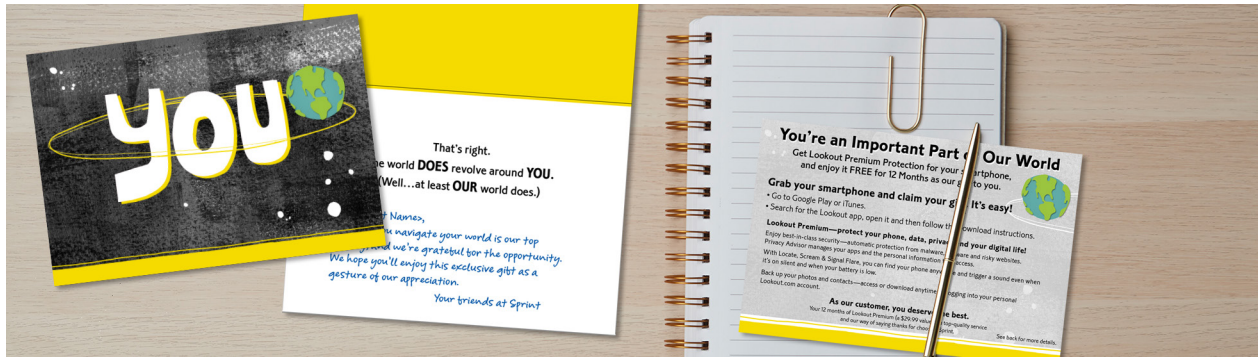
Sprint's Goals for a Customer-centric Campaign

 <p>Show customer appreciation with a uniquely relevant offer.</p>	 <p>Build trust to engender loyalty.</p>	 <p>Establish a company culture of "do the right thing for the customer."</p>
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THE SOLUTION

Sprint teamed up with Hallmark Business Connections, the B2B subsidiary of Hallmark Cards, Inc., to strengthen its most critical customer relationships. The two powerhouse brands ideated on the approach, and Hallmark artists and writers created a greeting card with original artwork that included a fun customer appreciation message. The personal message was digitally printed into each card using Hallmark's proprietary digital handwriting, which mimics real handwriting, for an authentic delivery.

In addition to the card design and personal message, Hallmark Business Connections helped Sprint craft an offer that demonstrated just how much Sprint valued its customers' business, security and privacy. Printed on a coordinated insert tucked inside the card, the offer included a free, no-strings-attached enrollment opportunity into the company's Lookout Premium Protection Program.



THE RESULTS

Together, Sprint and Hallmark Business Connections knocked the initiative out of the park. The overall campaign exceeded the initial objectives, met offer conversion objectives and drove digital engagement rates.

2x

Digital engagement rates were twice as high as the rates for other targeted programs.

Considering the high engagement rates, Sprint customers experienced exactly what was intended—an unexpected gesture of heartfelt gratitude and appreciation.

Contact Us

LEARN MORE ABOUT OUR CUSTOMER AND
EMPLOYEE ENGAGEMENT SOLUTIONS.

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HallmarkBusinessConnections.com