



CONTENT MARKETING AND CONDARDO WRITING MAKE A BELIEVER OUT OF SANTA

Headquartered at the North Pole, Santa Claus Enterprises Inc. (SCE) is the world's leading manufacturer and distributor of toys and gifts for children of all ages. Founded centuries ago as the modest St. Nicholas Foundation focused on small charitable programs, SCE has grown into a global gift-giving powerhouse. It is best known for its pioneering efforts in behavior information gathering and just-in-time delivery.

Marketing Challenges

In recent years, SCE has been increasingly challenged by new competitors on multiple fronts. As a result, fewer people believed in the organization and market share was plummeting. President and CEO Kris Kringle knew he had to do something.

"We were getting killed by online and big box retailers," said Kringle. "I was seeing a steady erosion in confidence. It was having a major negative impact on both revenue and morale up here."

Realizing he'd better not cry and he'd better not pout, Claus decided to take action to regain his traditionally strong believability. Working closely with his VP of Marketing "Frosty" D. Snowman, Kringle decided to dramatically expand his entire marketing program. While continuing to rely heavily on his long-standing Parent Support Network, the strongest one-to-one campaign ever created, Kringle decided to make a significant investment in a content marketing program.

"Our traditional direct marketing efforts were still effective with the younger generation, but we felt we needed to give some of our older crowd a reason to engage," said Snowman.

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Problem:

- Growing competition
- Loss of faith in the brand
- Eroding market share

Solution

- Comprehensive Content Marketing Program

Results

- Faith in Santa restored

Condardo Writing Comes to Town

Kringle and Snowman sought a creative, visionary content creator to spearhead the program. They wanted someone who could take the compelling story of SCE and craft it into a series of content marketing vehicles. After evaluating dozens of candidates, they chose Condardo Writing to develop their comprehensive content plan.

“We were thrilled to have the opportunity to work with such a legendary organization as SCE,” said Tom Condardo. “I knew they had a fantastic story and I was proud to help them tell it.”

Condardo Writing developed a content plan that would quickly reenergize the Santa Claus Enterprises brand. Key components included:

- A series of 12 blog posts detailing potential gift ideas ranging from turtledoves to Lords-a-leaping
- An eBook on the benefits of giving rather than receiving
- A white paper on overcoming the logistics challenges of meeting on-time delivery to everyone in the world in just one night
- Numerous case studies on the joy brought to little boys and girls all over the world
- An updated, mobile friendly website redesign, with a focus on well crafted copy

Joyous Results

SCE began to see the benefits of the program almost immediately. Letters, emails, @ replies, and linkedin invitations to Santa increased, visits to Santa’s mall partners were up, and there was a dramatic uptick in milk and cookie volume on Christmas Eve. Most importantly, people began believing in the Santa brand again.

“We were thrilled with the results,” said Kringle. “We had heard about the growing power of content marketing, but to see such dramatic results made me a believer.”

“The work Tom did was exceptional. He really captured the tone and voice for our messaging and he was always responsive to our needs,” he continued. “He can certainly expect an extra-stuffed stocking this Christmas.”

SCE Chairman of the Board Santa Claus had only one comment as he drove out of sight: “Happy Christmas to all, and to all a good night.”



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