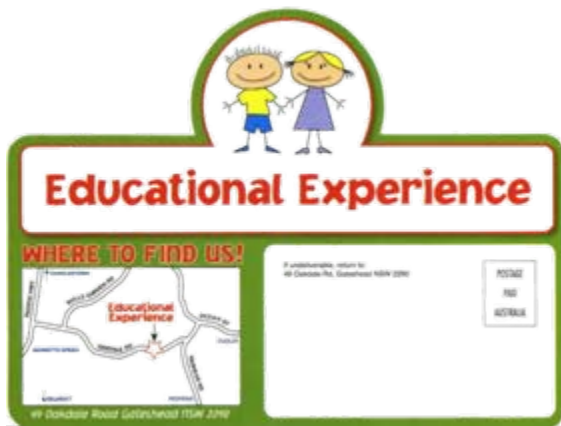


# Educational Experience – Store Opening



**ADVERTISER:**  
Educational Experience

**INDUSTRY:**  
Retail

**CAMPAIGN PURPOSE:**  
Advise of store opening & increase traffic

**MEDIA USED:**  
Direct Mail (Impact Mail)

## Creative solution

The mailing was rectangular in shape with the Educational Experience logo cut out in a circular shape at the top. The piece was bright in colour which made it stand out and reflected the fun and learning elements. The piece highlighted the date of the store opening and contained a map of where to find the store.

## Results

This was Educational Experience’s first use of mail to promote a store opening. Georgina Vickery, Retail Manager for Educational Experience, reported that “management were very pleased with the store traffic and sales this Impact Mail piece generated. Impact Mail will definitely be considered for future promotions”. Georgina continued to say, “next time we would consider adding a special offer to the piece in order to assist in measuring the effectiveness of the campaign”.

## The role of direct mail

The combination of shape and colour used in this piece ensured that it stood out in the letterbox. While the piece was unique it still incorporated the familiarity of the Educational Experience logo which ensured recipients knew exactly who the mailing was from.

## Background

Educational Experience specialises in supplying toys and educational products to preschools, schools and child care centres throughout Australia. The company was established in 1977 and is now Australia's leading school supply company.

## Strategy

Educational Experience wanted to promote a new store opening in Gateshead, NSW. They wanted to attract local education suppliers, schools and parents to the store.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit [www.auspost.com.au/impactmail](http://www.auspost.com.au/impactmail)