

Sarina Russo Apprenticeship Services



ADVERTISER:

Sarina Russo Apprenticeship Services

INDUSTRY:

Recruitment

CAMPAIGN PURPOSE:

Sales / Awareness

MEDIA USED:

Direct Mail (Impact Mail)

Background

Sarina Russo Job Access (SRJA) and Sarina Russo Apprenticeships Services (SRAS), part of the Sarina Russo Group have 28 locations throughout Queensland and Victoria that provide a full range of free employment, Australian Apprenticeships and training services. SRJA and SRAS are an Australian Government funded initiative providing complete recruitment and Australian Apprenticeships services for both employers and job candidates through JobMatch placement and Intensive Support services for job candidates requiring specialised assistance.

Strategy

SRJA & SRAS wanted to promote their range of employment and training services to employers. They wanted to advise employers that by building their workforce with SRJA & SRAS they are entitled to up to \$4,000 in Federal Government incentives, funded training and State Government relief.

Creative solution

The Impact Mail piece was die-cut in the shape of a hammer to appeal to employers. On the front of the piece the recipient is told to “see inside for information on up to \$4,000 worth of government incentives...”. This message is again reinforced on opening with a list of “free” services that SRJA & SRAS provide. This creative approach was intended to appeal to employers by being positive and offering a solution to assist with the skills shortage and skill level. SRAS wanted to fundamentally build a relationship with their audience.

Results

SRJA & SRAS mailed 38,353 pieces from which they achieved an initial response rate of 2.61% at a cost of \$37 per response. Of the responses, 20% were converted into sales generating \$132,000 in revenue. Mark Burlese, National Sales & Marketing Manager for Sarina Russo Group said, “Awareness has been huge. By being creative with the design we had positive feedback from our target market.”

The role of direct mail

The Impact Mail piece achieved cut-through by capitalising on the use of shape and design. The hammer was instantly recognised as it related to the industry of the audience.

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