Case Study – Impact Mail

Spicers Paper

ADVERTISER:
Spicers Paper

INDUSTRY:
Office / Business Equipment

CAMPAIGN PURPOSE:
Traffic Building

AGENCY
Threefold Creative

MEDIA USED:
Direct Mail (Impact Mail)

Background

Spicers Paper have been servicing Australian's paper needs for almost 100 years. They supply a vast range of paper for both business and consumer needs.
As part of their e-business strategy designed to better service and target their customer base, Spicers Paper developed a new website which includes a virtual sales representative called "Pablo". "Pablo" is available to assist customers in choosing the correct paper to suit their needs.

Strategy

Impact Mail was chosen to promote the new Spicers Paper website. The Impact Mail piece aimed to:

- Create a link to the Spicers website and drive customers to use the search engine "Pablo";
- Create curiosity for clients to visit "Pablo" on the website by bringing personality, fun and a human element to the website;
- Use "Pablo" as a vehicle to generate greater use of the website and thus increase sales;
- Provide a memorable link to the website; and
- Provide an easy to use product and price comparison guide (Paper Picker).

Creative solution

The creative strategy was to design a virtual representative which could have strong branding potential. It was essential that this brand could be easily translated to the market place via print mail, print media and website activities.
The graphics of the Impact Mail piece have been designed to simulate a contemporary virtual environment. This theme is consistent throughout the website and other promotional material. Sophisticated printing and varnishing techniques were also used to further enhance the visual.

Results

1.2% of those mailed directly responded to the "Pablo" Impact Mail piece and requested further information, brochures etc. This was measured via email responses generated from the specific email address set-up for the campaign.
Website visits peaked during the first three days of the DM piece. Website traffic during this period increased by 31% when compared to the average visits on trading days.

The role of direct mail

Impact Mail added an element of "cut through" to this campaign. The positive website statistics highlight that Spicers Paper were able to achieve their original objectives of creating awareness and driving traffic to the new "Pablo" feature on the website.

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

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