

Westpac Life Save Rescue Helicopters



ADVERTISER:

Westpac Life Saver Rescue Helicopter Service Southern Region

INDUSTRY:

Charity

CAMPAIGN PURPOSE:

Acquisition / Fundraising

MEDIA USED:

Direct Mail (Impact Mail)

Background

The Westpac Life Saver Rescue Helicopter (WLSRH) service is a rescue and retrieval service operating in Sydney, the Central Coast and southern regions of NSW. It is a free community service and is reliant on donations to meet the shortfall from government and sponsors.

Strategy

WLSRH wanted to acquire new donors to the helicopter service. To do this they rented several lists of high profile Australians who have the capacity to donate larger sums of money. They chose to send the mailing around Christmas time as a presumption was made that people tend to be more generous at this time of year.

Creative solution

The idea of a stop sign was used as the shape of this mailer. This inferred that without the recipients' help the service could stop and also encouraged people to stop and take a look at the mail piece. Since the target audience receive a great deal of advertising material it was important that the piece immediately grabbed the reader's attention and encouraged them to read on.

Results

WLSRH achieved a 1.51% response rate for this campaign which was higher than any of the other types of mailings they had conducted - Letter, Self Mailer and Postcard.

The role of direct mail

Using Impact Mail gave WLSRH the opportunity for creative freedom. According to Evelyn Mason of Evelyn Mason & Associates, "The hardest thing in direct mail is to get prospects to open mail - but this was achieved through the bold use of design, colour and personalisation."

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