



Make an impression Spark big ideas

Reach your audience faster,
with 'Express Post'.⁺



For an Australian advertising agency, enticing the most creative graduate talent meant thinking outside the envelope.

With a 5.3% response rate versus 0.9% for digital¹, direct mail is an effective way to engage your customers.¹

With young people receiving, on average, just six pieces of personally addressed mail a week² – the letterbox provides a compelling opportunity to break through the digital clutter.

In fact, 87% of Millennials actually like receiving direct mail and 77% pay attention to direct mail advertising.¹

Connecting on a personal level

The influence of talented graduates is critical in advertising agencies. They bring a fresh perspective and challenge ideas the way no other cohort does.

With only a small pool of talent on offer, one agency looked for a new approach to entice the very best. And by sending grads a personal invitation to take part in an imaginative hands-on challenge – they became an employer of choice.

To fill their graduate program, an agency needed to:

- ✓ Connect quickly with graduates across the country
- ✓ Position themselves as an employer of choice
- ✓ Create an unforgettable recruitment experience

84%
of Millennials
take the time
to look through
their mail.¹



64%
would rather
scan for useful
info in the mail
than their inbox.¹



Stand out from the crowd

A flat-packed cardboard seat was delivered to graduates across the country via 'Express Post'. The challenge? Get creative with this seat, to earn your real one at the agency.

No interview was required – the chair itself became the application. Graduates posted photos of their creations on the agency's blog.



49
flat-packs sent
via 'Express Post'
to graduates



100%
response rate



Seven
of the best graduates hired



49 flat packs were sent and 52 online applications came back. That's a 106% response rate (some graduates were so excited, they applied more than once).

The graduates flat-out amazed the agency with wildly themed submissions that included asteroids and piñatas.

The campaign also garnered 17,749 hits to the agency's blog.

It makes sense to add mail to your campaign mix



Reach more people, in more places

Big audience? No worries. With 11.9 million contactable addresses*, Australia Post can get your advertising materials to suburbs and postcodes right across Australia.



Stay in touch, on a personal level

Engage with personalised messages in your periodical publications, using 'Print Post' – plus save money for non-time critical deliveries.



Introduce and promote products with free samples

'Sample Post' is the low-cost way to let consumers try your product, in the comfort of their home – without the distraction of other products and brands.



Connect through the letterbox

Deliver catalogues, flyers and other promotional material nationwide with 'Unaddressed Mail'. Plan, target and send your campaigns with our free online tool, Campaign Targeter.



Stand out in the letterbox

'Impact Mail' can be virtually any shape and a range of materials – such as metal, wood, fabric or leather.



Upgrade to Express

Reach your audience fast, with cost-effective 'Express Post'.*

1. <http://www.lendingsciencedm.com/how-millennials-respond-direct-mail/>

2. Bastian Latitude Research, Australia Post, 2019

* As at 26/2/2018 Australia Post can provide access to 11.9 million contactable addresses.

* Next business day delivery is only available within the Express Post next business day delivery network.

The national next business day delivery network operates between capital cities (excluding Darwin; and for Perth between CBDs only) and some major centres. Note: Express eParcel is not covered in the Express Post Guarantee.

Based on a customer interview, this information was collected by Australia Post in 2012 in Australia. This case study is for general information purposes only and is not intended to be specific advice for your business needs.