

Dimensional mailings improve responses.

The packaging of promotional products can evoke curiosity as well as increase direct mail response rates. A study by Baylor University found that the use of dimensional mailers can significantly improve response rates over direct mail alone.

REAL WORLD SUCCESS STORY

OBJECTIVE

To generate leads that would culminate in a 20% increase in revenue.

STRATEGY AND EXECUTION

The commercial photographer planned a mailing to 300 prospective clients among art and media buyers, graphic designers and photography buyers. Enclosed in the mail package was a tear sheet of the photographer's ad in a media buying guide and a coaster on which the ad was reproduced. The ad pictured the Scarecrow from the Wizard of Oz holding a plastic brain with the tag-line "Accept no substitutes". Cushioning the package was a bed of straw.

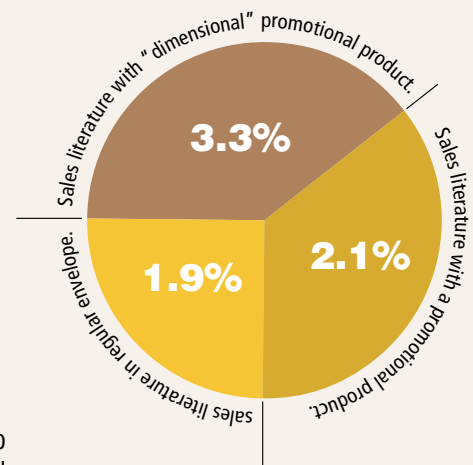
RESULTS

A 14% appointment rate was secured from the mailing, and revenues for the quarter were 50% ahead of the photographer's best previous quarter.

BAYLOR UNIV STUDY

3,000 school administrators were divided into three groups and received either: 1) an envelope with a sales letter, sales collateral, and postage-paid business reply card, 2) an envelope with similar contents plus a promotional product, or 3) all of the contents listed above, delivered in a box with a diecut slot instead of an envelope.

The response rate from those who received the dimensional mailer was 75% higher than the ones who received the same contents in an envelope.



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To learn more about how you can maximize your return on investment, please contact Ryan or Len at 403-517-0020 today.

