

DIRECT

May 1, 2008

Avnet Drop Pops



An ongoing campaign from Avnet Technology Solutions that includes an unusual dimensional piece is getting a 5% to 10% response.

In January the Phoenix-based computer equipment distributor began sending the first of several drops to some 2,000 executives and owners at its reseller partners to persuade them to carry additional products and services. The challenge was to get the piece past those who open the execs' correspondence and likely would discard it as "junk mail," notes Stephanie Allred, account director at Mindspace, Avnet's agency.

"We do a lot of direct mail campaigns with postcards and dimensional mailers that are boxes or tubes," she says, adding that those packages often draw feedback as high as 20%. But such pieces generally are more expensive than less elaborate packages and Avnet had a limited budget for the campaign.

So Mindspace designed a multisided cardboard piece that pops up when the recipient opens the envelope.

Promotional copy is printed on each side of the pop-up as well as an address for a Web site where product information and a request form for future contact are posted.

Avnet has run two of eight planned campaigns using the dimensional. The last mails in December. After that, Allred says, the company will decide whether to keep using it.

— *Larry Rigg*

DIRECT

December 1, 2008

Australia Post Pushes 3-D Mail

Things are getting touchy down under.

Australia Post has seen an 8.5% response to a business-to-business test campaign that used a pop-up cube to promote the use of direct mail among the uninitiated on that continent.

The mailings, the first part of the postal corporation's "sensory mail campaign," were sent to 2,455 executives at more than 2,000 Australian firms, including marketing and product managers, creative directors and others, according to Australia Post's innovation counselor Michelle Weeks.

"The campaign aims to satisfy direct marketers' ongoing need for creativity, mailbox [clutter cutting] and improved response rates," she says. "The core objective is to encourage direct mail volume growth by promoting effective, multi-sensory direct mail options."

Specifically, Australia Post sent out the promotional piece in August as a teaser. The small cardboard cube was placed in an envelope and popped up when pulled out. A few days later, Australia Post sent the same group its sensory mail brochure and a bookmark. The brochure gave recipients ideas and information about how to incorporate sensory elements like taste strips, scented ink and textured postcards into a mail campaign. An interactive version of the brochure was slated to drop at the end of October.

All mailings directed recipients to the Web site www.auspost.com/sensorymail, where recipients could register to receive free sensory mail samples, download production guides and find a list of suppliers.

Weeks says Australia Post also advertised this type of mailing in several Australian professional magazines and at local trade shows.

The campaign will continue into 2009. Australia Post may run others to further build its prospect list.

— Larry Riggs



American Slide Chart
designed and printed this
self-mailing pop-up cube
and coordinating sleeve, which kicked off the
campaign with the tagline, "Reach the
senses and reap the rewards."
www.americanslidechart.com