



DIRECT MARKET PERSONALISED MAILING OUT OF PROMOTIONAL FLYERS

Company Profile:

The In-Situ Furniture store is a successful Worcester based furniture retailing operation.

Problem Solving Profile:

The company requires targeted mailing of both customers and prospects from its own database. These sales events are held at specific times like the New Year and have the following objectives:

- The mailshots must arrive on doorsteps on specific days to tempt customers to attend each special Sales events
- Each mailshot shows specific products from different furniture manufacturers. The product images are collected from a variety of sources then a design is created for an attractive flyer.
- Each flyer must be directed to selected customers based on their previous buying record or stated product interest.

Solution to Problem:

- We agreed a design format at large postcard size.
- We designed this with the photos of the furniture products on both sides together with the promotional special offer text – space being left for personalisation.
- The mailshot was digitally printed both sides in full colour on thick quality art board the personalisation was done by a mail-merge operation
- Printing also including Jasprint's Royal Mail PPI licence symbol that enabled the card to be bulk mailed
- By pre-sorting using Royal Mail software into Mailsort order we were able to win postage discounts.



Benefits are:

- Attractively designed double-sided colour print quality tempts customers
- Time controlled bulk mailing to ensure doorstep hitting target days
- Postage discounts won by using Royal Mail mail-sort software
- Low cost personalisation directly onto the card – no letter or envelope needed
- Minimum effort time needed by In-Situ.