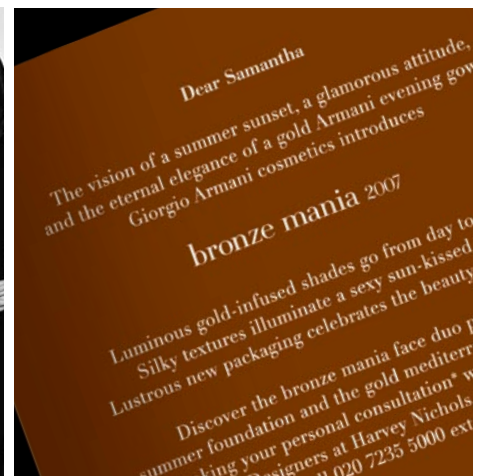


Direct Mail



Connecting with
customers



ACW

investigate. innovate. inspire.

Direct Mail - engaging print

Direct mail can be one of the most important pieces of your marketing plan. However, printed materials today compete with digital campaigns – interactive, innovative, exciting marketing that breaks boundaries every day. But don't neglect your print. We believe that's a good reason to make them even better. If you're looking for engaging, innovative, vibrant printed marketing, then welcome to ACW.

Choosing direct mail

There are compelling reasons to rely on direct mail, here are just a few:

- Drive foot traffic into a shop
- Generate traffic to a Web site
- Target customers who distrust the Web or aren't online
- Showcase products and services in ways e-mail cannot, e.g. catalogue
- Improve customer service
- Send content or news, such as an informational brochure
- Shift consumer perception of your brand

With the appropriate lists and laser-targeted customers, direct mail is very effective. Its reach and credibility yields results that are different from other marketing devices. The latest electronic

databases and slice-and-dice psychographics have transformed old-fashioned, direct-mail methods. We then work with you to formulate the best approach. Who are your best customers? Where do they live? What are their preferences? What has been their brand experience as it relates to your business? Let us help you answer these and other questions and lay out an acquisition strategy.

Lift off

What's next? Success comes from a team that works together: client, consultant, designer and printer who are all in on the brief. Success comes from the right blend of talent: with photographers, copywriters and designers on board, we're ideally placed to supply all you need. Success comes from our dedicated team that responds to challenges and convinces with print materials that give real results.

Case study - Giorgio Armani Direct Mail

Giorgio Armani's innovative vision has created a highly professional cosmetic range that is easy to wear but with a touch of fantasy, the ultimate in quality and sophistication. Arguably L'Oreal's jewel in the crown, with an enviable reputation to live up to and maintain.

This premium cosmetics group was looking for effective new ways to reach their highly selective audience. Their sophisticated clientele demand and expect the ultimate in luxury products with any promotional materials having to deliver on this exclusive promise.

ACW's brief was to promote the launch of their new Bronze Mania face duo palette alongside the opportunity to book a personal consultation with an expert Face Designer at an in-store roadshow event. Effectively communicating this to their select and highly selective clientele was key and essential in this fiercely competitive arena.

The promotion was to be showcased in the select stores of Harvey Nichols, Selfridges and Brown Thomas, with an opportunity to mail-out to groups of high-profile customers using the existing in-store databases.



From print to fulfilment

Initial perception is all in this marketplace, and to engage the customer more completely we endorsed individually personalising each leaflet. These were inserted into custom envelopes that were printed on premium stock, inside and out to further reinforce the exclusivity of the mailing.

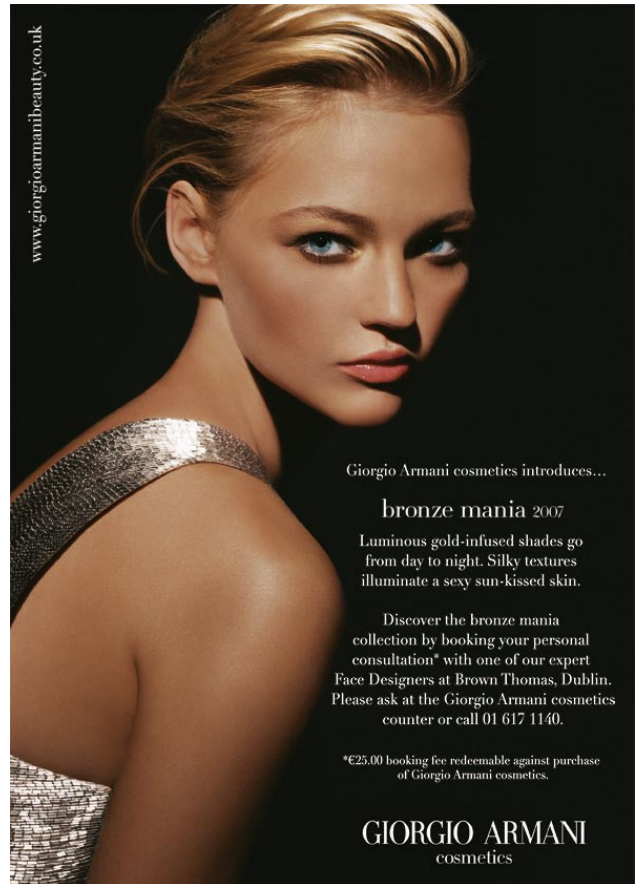
Personalisation required printing digitally, a process we supervised on-press, both to ensure quality and that these elements exactly matched the litho-printed mailers, handout cards and posters. Finishing was a crucial part of the print process, with overall matt lamination and a gloss UV varnish to the palette image to increase impact.

Fulfilment was also handled by ourselves; from data cleansing to organising franking and delivery. A very tight set of timelines meant turning round the artwork, print and fulfilment very quickly, something at which our expert team and trusted suppliers are adept. The resulting campaign provided a great deal of interest in the new product with a high take-up of customers visiting the roadshows.



Emailer

As part of a complete campaign, no marketing opportunity should be wasted; an emailer provided the ideal opportunity to remind and promote. At ACW just because we advocate using a particular process does not mean we exclude other complementary parts of the marketing mix.



Roadshow Invite

We also co-ordinated the launch collateral with these separate store-specific invitations - a further inducement for the customer to experience Giorgio Armani cosmetics

Result

With such a tight set of deadlines and complicated print processes, the client entrusted the whole job to us from start to finish - so it was especially satisfying that not only all the deadlines were met, but that the promotion was such a success. If you are looking to produce a direct mail campaign, entrust it to our team of experts to deliver on time, budget and most importantly - objective.