

HITTING THE RIGHT CHORD

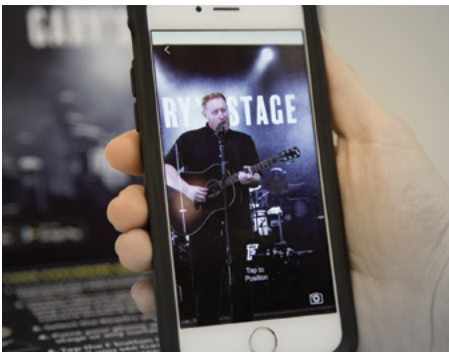
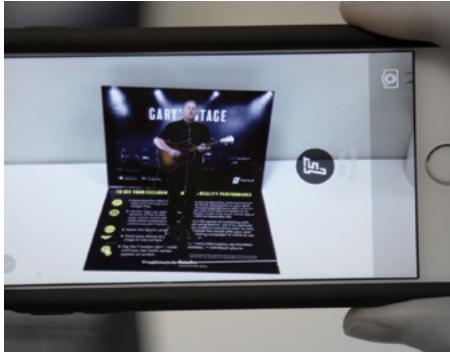
Physical mail, a digital app and sound prove to be music to the ears of customers.

The evolution of digital media has irrevocably altered how retailers manage their marketing budgets. In Ireland, retailers had cooled to direct marketing mail, viewing physical mail as out of date. Direct mail solutions from An Post were being largely ignored by an increasing number of customers due to cheaper, faster options.

Ireland's postal service answered this challenge by introducing a product branded as "Reach+," which addressed logistical issues and cost. Still, customers were unconvinced direct marketing could be innovative and impactful. Since An Post were having limited success telling customers of the medium's power, they decided to show them instead.

The postal service recorded an acoustic performance by Gavin James, one of Ireland's leading singer-songwriters, and delivered it to would-be customers via a physical letter. When the letter was opened, it unfolded to reveal a pop-up stage while the song "Nervous" played. An Post mailed the letter to 10,000 businesses. It also offered a chance to win tickets to an exclusive live performance by James at Dublin's General Post Office.

Six hundred and fifty targeted customers downloaded the app needed to enter the contest. The applicants' view time averaged 12 minutes. Four months after the product's launch, Reach+ had grown the An Post's direct mail business fivefold. With a desktop performance that stole the show, An Post proved that direct mail could strike the right chord with customers.



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