

THESE COMPANIES ARE FOLDING

The iFOLD is saving paper and delivering a sustainable experience.

In 2008, India – with a population of 1.2 billion – had 638 million telephone subscribers, 310 million bank account holders and an internet penetration of less than five per cent. Communication relied heavily on millions and millions of letters being mailed every day.

So how do you get more than a billion people to save paper while still making an impact? By folding it inside the envelope.

The iFOLD is half the size of the standard business envelope. It saves half the paper and a proportionate amount of trees. These envelopes were mailed to companies that send countless letters to customers, along with a request to change their envelope size. Corporate India sends out huge volumes of letters every day. Switching to iFOLD would mean saving a whole lot of paper and trees.

Vodafone, Cadbury, Coca-Cola, KFC, Asian Paints, Pidilite and Platinum Guild all signed up to change their envelopes. In fact, following the initiative, it was estimated that Vodafone India alone was saving 800 trees a month. With more companies signing up, this mini-movement was able to create a wave of change that saved environmental and financial resources. It made large-scale direct mail more sustainable without diminishing customer experience. Sometimes it pays to do things by halves.



COMPANY: Various | PRODUCT: The iFOLD envelope | COUNTRY: India | AGENCY: Ogilvy | TEAM: National Creative Directors: Rajiv Rao, Abhijit Avasthi | Executive Creative Director: Sumanto Chattopadhyay | Creative Directors: Mayur Varma, Louella Rebello | Copywriters: Eugene Rebello, Karn Singh | Art Directors: Namrata Gosavi, Mandar Wairkar, Aswin Sridhar

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