

Sue Ryder - Super Draw Raffle Mailing

Background

It had been a number of years since Sue Ryder had run a Super Draw Raffle and they needed a specialist Print and Mail partner to deliver the complex processes involved in the execution of the campaign. Propack successfully secured the contract award.

Objective

Deliver maximum Return on Investment (ROI) by designing, producing and mailing an optimum mail pack taking into consideration: printing efficiencies, postal rate bands, matching integrity and tried/trusted formats.

Undertake specialist data work including: Industry Suppressions (Deceased and Gone-aways), De-duplication, Data replacement and Ticket number allocation.

Overview

We delivered a complex mail pack fully camera matched between the letter and ticket numbers, allowing us to provide the client with a track back file.

The chosen mail format incorporated a full colour bespoke envelope with oversize window, letter containing integrated tamarac labels and raffle ticket book.

Following our successful delivery of the Raffle Mailing we were subsequently commissioned to produce and mail a reminder postcard mailing. Using our digital print technology, we were able to produce a 'local look' postcard by incorporating variable imagery of the specific Sue Ryder Hospice logos and director signatures to which each recipient had a relationship with.

