

propack

VSO International Kin Magazine

Background

Voluntary Service Overseas (VSO) is an international development charity with a vision for a “world without poverty” and a mission to “bring people together to fight poverty”.

Following a lengthy tender process Propack were successfully awarded the 12-month contract to produce and mail VSO’s all-new **Kin Magazine**.

“Not only was your quote the most competitive, but you’ve also been incredibly helpful and responsive throughout the process, so thanks a lot for that.”

Robert Lee
Supporter Retention Fundraiser, VSO.

Objectives

- Create a mail pack for 40,000 recipients which challenged conventional formats
- Achieve maximum postal discounts
- Satisfy the ‘Package Test’ criteria to allow the pack to be ‘zero-rated’ for VAT

Overview

We produced a visually stunning mail pack, consisting of a 60pp magazine inserted into a bespoke outer envelope. As the outer was bespoke it allowed us to design a window which would enable us to achieve the maximum mailsort postal discounts for VSO.

***“Our seed magazine has arrived!
Very excited. It’s looking good!”***

Nicola Fickling
Head of Individual Giving, VSO

