

# our **direct mail** work speaks volumes for our clients locally, nationally and globally



**Client:** Sourcerer (Rolls-Royce plc)  
**Brief:** Create awareness of the client's product portfolio.  
**Result:** Increased sales of single source supply.



**Client:** Eternit Slates  
**Brief:** Specifier campaign to re-launch product.  
**Result:** Client increased sales and hit targets.



**Client:** British Airways Regional  
**Brief:** In-flight direct mail campaign.  
**Result:** Increased yields on all destinations during offer period.



**Client:** Excel Waste Management  
**Brief:** Direct mail campaign to waste managers informing of new government regulations.  
**Result:** Increased response to training services.



**Client:** Scansped  
**Brief:** To support sales team and create enquiries.  
**Result:** Greater understanding of clients added value services.



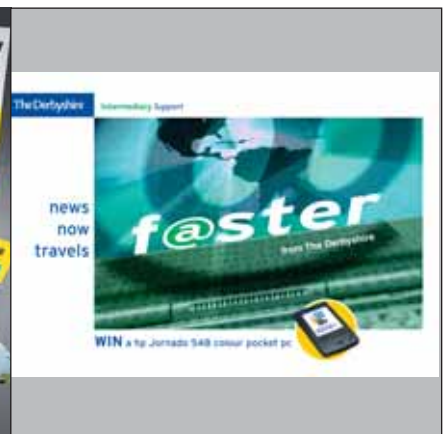
**Client:** Walsall Housing Group  
**Brief:** To generate tenant interest in becoming local trust board members.  
**Result:** Elections were held and new board members were elected.



**Client:** Deeleys Photographic  
**Brief:** To promote the diverse range of services on offer.  
**Result:** Increased sales and awareness.



**Client:** CO-OP Dairies/Birmingham City Council  
**Brief:** Milk Adoption Campaign within Midlands Schools.  
**Result:** Fun pack, targeting head teachers. Raised awareness of the benefits of milk and increased its uptake.



**Client:** The Derbyshire Building Society  
**Brief:** To harvest e-mail addresses in order to make on-line contact easier.  
**Result:** Direct mail incentive which achieved 1,500 new contacts.

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