

Awards 2016 Direct Mail Printer of the Year



Finalists

- DST
- Eclipse
- Geoff Neal Group
- Howard Hunt Group

Winner

DST

www.dstsystems.co.uk 08443 241 000

The RCN Congress pack that caught the judges' eyes aimed to optimise attendance at the Royal College of Nursing conference. Out went the old cumbersome pack; in came a more user-friendly and engaging alternative. Each pack was personalised on membership category, region, number of days attending and travel arrangements. "Great use of data to drive value from direct mail," judges concluded. Whereas the RCN push involved 2,665 packs, the John Lewis All Yours mailing numbered 1.5 million but was no less engaging, interactive or effective in terms of cost, time and generating responses. Furthermore, according to the entry, "it is the most complex reel-fed digital product we have produced and has 90% ink coverage on uncoated stock. Until recently this product would not have been possible."

Highly commended

Howard Hunt Group

www.howardhuntgroup.com 01322 273252

Howard Hunt in Dartford, Kent came up with "some seriously creative DM executions", said the judges about the Marks & Spencer Christmas campaign targeting 155,000 VIP customers, Bon Marche one-piece mailer, British Gas pull-out mailer and 472,000 Specsavers pop-ups offering 50% off sunglasses.

DST: "Great use of data"

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