

Awards 2016 Industrial Digital Printer of the Year



Finalists

- DST
- Gask & Hawley
- Howard Hunt Group

Winner

Howard Hunt Group

www.howardhuntgroup.com 01322 273252

Judges wanted stunning examples of long-run targeted messaging, but the quality of the complexity of variables, text and images had to be top notch. Howard Hunt from its base in Dartford, Kent, delivered. Monarch's winter holiday campaign for example involved 20,000 mailings and 4,000 variables with recommendations based on previous locations and spend. The front page of the mailer highlighted where the customer visited on their most recent holiday, using variable text and imagery to instantly evoke good memories. Inside the mailer also used customised text and imagery throughout to promote suggested destinations. Back of the 4pp mailer meanwhile included further personalised information on holiday options that were likely to appeal to each customer, including skiing and city breaks. The results were superb: the campaign created a return on investment that would make even the most hardened marketer weep with gratitude. Judges were carried away with this and other campaigns for Wicakes, Tool Station and cancer charity Cancer Research UK: "Overall a great submission. To find four samples of this standard in one entry demonstrates they really get the concept of industrial digital."

Howard Hunt Group: Four great samples in one submission

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