

C.J. GRAPHICS OPEN HOUSE DIRECT MAIL INVITATION “BE SOCIAL BE CONSCIOUS”

COMMUNICATION DESCRIPTION

How do you make a difference at an annual social event that honours your best clients and suppliers? Jay Mandarino, President of C. J. Graphics wanted to maximize the attendance of their much-anticipated annual open house and use their new variable data digital printing equipment. Laural Carr, Creative Director of Impagination was invited to apply her 3-D thinking to design a direct mail piece that would show-off the features of the printing equipment and C.J. Graphics commitment to outstanding print production.



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GOAL

High on the offer of such a golden opportunity, Impagination posed the question that drives all successful direct mail design, “What response do you want this to generate?” C.J.’s answer, “We want to thank our clients and suppliers, but also want to raise awareness and give back to the community.”



The goal was to exceed all previous year’s donations to the Daily Bread Food Bank, the long-time cause of choice for this C.J. seasonal event. Contributions are measured by weight and we wanted cans; lots and lots of heavy cans.

APPROACH

We applied Impagination’s results-proven marketing strategy that if you tell people what you want, you increase your chances of success. We called the food bank to ask what canned foods are preferred. They gave us a list of food categories; meat and fish, soups and meals, vegetables and fruit, milk, peanut butter and pasta and sauce. Our design would include all six categories, featuring only one item per invitation. Using variable images and type, each invitation was personalized with the recipient’s name and a photo of the food item requested. C.J. was thrilled, “Impagination is known for it’s unique approach and this is the first campaign of its kind to send an individual personalized invitation to each recipient.”



CHALLENGES

The invitation was designed in a circular format to simulate a food can, complete with intriguing pull-tab that once lifted revealed the event details, ticket and the personalized request for food.

Photographer, Matthew Plexman, known for his idyllic spa shots and his “honest to goodness” people shots, took on the challenge of making canned food look attractive along side images of succulent oysters and dreamy pastries. Shane Patey, our cosmetic surgeon for food, “primed” each bean and sculpted the surface of each item as we composed each shot inside the cans so that the images could be die cut to fit into the circular invitation format. C.J.’s die-cutting expert perfected the die line so that all six die-cut pieces would be cut from a single sheet to simplify the final hand assembly. C. J. Digital tested the image files and the variable data ensuring that individuals from a single organization would recognize the uniqueness of each invitation when asked to donate a different food item.



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RESULT

Was the goal achieved? Jay Mandarino weighs in on the success of the open house; “It’s great to see the generosity of the industry. The party delivered 50% more food than the last 3 years. Clients who couldn’t attend the event wrote cheques to support the food bank. The direct marketing approach definitely was more successful. It attracted more individuals from the greatest number of firms ever to attend and increased awareness for an important cause.”

Deliver a stress-free and stunning invitation or greeting to cement your best relationships with clients and customers. Book a complimentary consultation and find out how we can help you get started.

Email us at info@impaginationinc.com or call 416-538-3330.