



A LEADING UK FINANCIAL ORGANISATION: OVER 70'S LOYALTY MAILING

INTRODUCTION

Rapidity has been working with our client, a leading UK financial organisation, for over 11 years. Unable to mention their name for contractual reasons, we print their secure mailings that contain private financial information and distribute these to their customers.

For this project, the client wanted to send out a one-off mailing to their over 70's customer base to thank them for their continued business throughout the COVID-19 pandemic.

Their end goal was to show their loyal customers that they were thinking of them during the challenging times and that they were there to help should they have any questions or problems with their finances.

The mailing had to represent our client's brand effectively and needed to be distributed in a timely manner due to the reactive circumstances ensued by the pandemic. Knowing that older generations appreciate mail sent to their home, the specification for this job was therefore to increase the quality and make the piece look a little more expensive.



WHAT WE DO

To give the mailer a premium look and feel, our team specifically sourced a unique cream textured stock from Italy and had bespoke envelopes crafted from this. To complement the outer, we also selected a matching text stock in a lighter weight on which to print the letter itself.

After finding the perfect materials for the mailer, the client's customer data was then merged and imposed using our market-leading Switch software which allows us to seamlessly customise and automate our workflows. The piece was then printed on our pioneering B12 HP Indigo

Before being printed, our team used Switch software to merge the recipient data and impose the artwork. Once this was complete, the piece was printed on our pioneering HP Indigo 12000, trimmed to size on the guillotine, folded and then inserted into the envelopes using our Neopost Quadient DS-1200 Folder Inserter. The finished mailings were then collected by UK Mail and sent to the intended recipients.

RESULTS

Although the details and results of this project are commercially sensitive, we can sincerely confirm that the client was extremely satisfied with the quality of the piece and the efforts involved in sourcing the materials. They were also very pleased at the fast turnaround of the project from briefing to the finished article.

