

MailPiece/Campaign Name: 2019 Polaris Direct Holiday Card

Goal: Many of Polaris Direct clients being Fortune 500 companies, they are often unable to accept holiday gifts from vendors. In the spirit of giving and in appreciation for their partnership, they wanted to do something more than just a holiday card but were mindful of corporate gift giving policies. Recipients were urged to select a charity for Polaris Direct to donate to on their behalf.

Solution: Charitable giving has been a long-standing tradition at Polaris Direct. The overall theme of the mailer was “Spreading the Cheer” where the addressee received a personalized holiday card driving them to a unique landing page where they could select the charity of their choice for Polaris to make a donation on their behalf. The kit included two additional art designed “blank” holiday postcards that the recipient could use to “Spread the Cheer” by sending their own season’s greetings. The campaign was integrated with an email that included the same messaging along with an embedded link to a landing page, as well as a video message as well. Informed Delivery® was incorporated to increase the reach of the campaign through a synchronized physical and digital touchpoint.

Result: Informed Delivery Response Rate: **83%** open rate and **89%** click-through rate.

Mail Piece Image



Ride-along Image

