

CASE STUDY: FLEX MAILER™

THE OPPORTUNITY

A leading research University wanted to take a new approach for recruiting incoming students. The University usually produced a view book every year, which detailed courses of study and communicated the benefits of attending The University. As an alternative to a view book, The University decided to send information to prospects in a progressive way, on printed interlocking cards reminiscent of the popular “House of Cards” game. This required a new mailing approach that could accommodate the 18 cards and supplemental printed communication, and which was cost-effective and compatible with the The University brand.

THE SOLUTION

RR Donnelley introduced the University to its Flex Mailer™, a patented mailing solution that features an inner tray that accommodates a wide variety of personalized content and promotional items. The Flex Mailer™ features a flexible outer skin that encloses an interior tray, and qualifies as an automated flat, to deliver significant postage savings. For the University, RR Donnelley recommended a medium-sized Flex Mailer.™ The mailer easily accommodated the 18 interlocking cards, which were bundled in two stacks with a customized rubber band featuring the University’s logo. The tray also held a one-sided printed note that invited recipients to use the cards, each with a different benefits message, to build their own unique University experience. The Flex Mailer™ was also printed with the University’s branding and campaign messaging, adding to the customized appeal of the solution.

THE RESULTS

The University’s campaign run was 65,000 units, and production was coordinated through a single RR Donnelley contact point for convenience and efficiency. Compared to conventional parcel shipping, the Flex Mailer™ delivered a \$5.00 per unit postage savings as an automated flat, generating a postage savings of \$400,000 for the campaign. To date the University has saved \$1,140,000 by utilizing the Flex Mailer™ for three consecutive years.

POSTAGE
SAVINGS OF
\$5.00 PER UNIT

\$1,140,000
SAVED



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