

Direct Mail Case Study



Westpac: One day it could be you...



Sector & Brand:	Non-Profit, Westpac Lifesaver Rescue Helicopter
Country:	Australia
Date:	2008

Background:

Who was the advertiser?

Westpac Life Save Rescue helicopters was founded in 1973 and since then has been responsible for over 50,000 flights ranging from patient transfers to search and rescue missions. Despite there being numerous similar services across the world, Westpac is the longest serving, and largest non-profit search and rescue organisation in Australia. Westpac is also responsible for aeromedical retrieval, with medically trained crew to respond quickly in cases of emergency due to illness, accidents or natural disasters.

What was the challenge?

It is a community service reliant on donations in order to cover the operating costs and any shortfall from sponsors and government, and Westpac wanted to acquire new donors to help support the helicopter service.

What were the objectives of the campaign?

The aim was to reach more people, particularly some high profile Australian who had the ability to donate larger sums of money, and also to concentrate on getting people to open the mail and read it.

Who was the target group?

A number of lists of wealthy Australians with greater donation-potential were rented and used to form the basis of the direct mail campaign.

The campaign in detail:

Which media were used?

This was a campaign using direct mail only, also known as Impact Mail.

What was the mailing approach?

The campaign was launched around Christmas as this is the time of year when it was assumed people would be more generous in their giving. The mail was sent out to those identified on the lists as being a potential donor and the resulting response monitored.

What was the creative concept?

The creative concept was using a direct mail piece in the shape of a 'stop' sign, implying that the service might stop if it was not supported. The design was specifically produced to inspire or intrigue people in order to grab their attention and get them to read the contents. The message of the piece was personalised to use the name of the addressee, and get them to consider the possibility that one day, they might need the services of the helicopter emergency rescue team.

The results

- Westpac received a 1.51% response rate for this direct mail campaign which was higher than the Letter, Self-Mailer and Postcard campaigns they had tried.
- The campaign demonstrated the success of the design chosen to be eye-catching and the difference getting people to read the message had on the results of a campaign.

