International Post Corporation

The best direct mail of the month in May came from COOP

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The national postal service provider Eesti Post elected the weekly mailings from retail group COOP as the best direct mail of May.

"This direct mail series stood out thanks to its seasonal and fresh picture selection and design that inspires clients before summer and initiates interest in the goods," Eesti Post advertising service department manager Liisa Järsk explained. Additionally, it is remarkable according to her that direct mail is also used for introducing the services provided in e-channels. "This spring, the popularity of e-commerce has grown significantly and COOP is an example that direct mail is also a good solution to take information about new services and convenient use of the e-store to those who do not follow the digital channels daily," Järsk added.

COOP has also stood out with seasonal special projects where one topic is in focus. Thus, the best offers in the beauty product print "Beauty Moments" as well as for spring-time construction and home goods at the COOP construction centre have reached the mailboxes of many Estonian people.

The aim of voting on the best direct mail of the month is to recognise the client and their marketing partner. Eesti Post bases the assessment on outstanding design, distinct message and suitability of the solution for direct mail.
More than 70 clients used direct mail in May, sending out 150 different direct mail items.

Source: Omniva