

warne's solutions

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Direct Response — No.2

Seizing a short-term advantage

CLIENT: CF Haughton Lithography

PRODUCT/SERVICE: Four-colour, large run printing services

SITUATION:

In the highly competitive commercial printing market, CF Haughton Lithography gained a one-year exclusive advantage by adding in-line automatic folding to the end of its half-web press. This allowed the company to economically produce uniquely folded brochures printed on its half-web.

OBJECTIVE:

To increase sales by stimulating art directors and other creative personnel to design multi-fold brochures that Haughton was best equipped to print.

STRATEGY:

Leverage Haughton's exclusive in-line folding service to secure sales within the design community by communicating the ease, flexibility, originality and cost efficiency of the service.

TACTICS:

Warne developed a two-phase mailing program, with an "Origami" theme, that would stand out and visually communicated the benefits of ease, flexibility and originality.

Phase 1: Promotional "Origami" poster and personalized letter.

Phase 2: Sample kit of "Origami" themed brochure samples, printed and folded using the in-line folding process.

RESULTS:

The program immediately secured Eaton's and Simpson's invoice stuffer mailings and increased Haughton's sales to the point where they **had to double half-web capacity** within the year.

