



**HELP THE ENVIRONMENT BY
GIVING SOMETHING BACK.**

OUR BROCHURE.

IF YOU DON'T HAVE A NEED FOR OUR SERVICES, PLEASE
DON'T BIN OUR BROCHURE. POP IT IN THIS ENVELOPE, POP IT
IN THE POST, AND WE'LL RECYCLE OR RE-USE IT.

THANKS

Don't Bin Our Brochure :

This C4 pre-paid envelope encourages recipients of a direct mail campaign to return the enclosed brochure rather than throw it away, providing an environmental prompt for doing so. The main campaign yielded a healthy response for the business, but a higher than average number of brochures were sent back too from those who chose not to respond to the main campaign. Organisations who contacted the client with further interest in their services also expressed a positive image of the company from the envelope alone.
