

Minnesota Business Partnership Annual Dinner CC-012 Direct Mail Can

Product: CC-012

Marketing Objective: Increase attendance and enthusiasm at Annual dinner meeting

The "Minnesota Business Partnership" used the CC-012 as the mailing vehicle to invite CEO's from the state of Minnesota to their Annual Business and Dinner meeting.

The event was a formal dinner/meeting with the CEO's of 110 of Minnesota's largest companies, 200 State Legislators, 25 Commissioners and the Governor. To attract the rest of the business community to attend, they used a light-hearted approach: Come to the Annual Meeting/Pot-Lock Dinner.

The invitations were sent in cans through the mail. The can itself was labeled to look like a Campbell Soup can (Minnesota instead of Minestrone) and address labels were applied to the outside for mailing. With the per-piece weight under 3.3 oz. they mailed 1st class mail for \$.39 cents. The two insert cards were designed to look like recipe cards:

- One was the invitation
- One was the response card

This mailing served up the best attendance ever at the dinner. Plus everyone showed up with fresh ideas and positive attitude.

Let the Chest do fulfillment for you!

