



Iggesund Integrated Campaign

Client: Iggesund Paperboard
Industry: Premium Paper Products
Project: Iggesund Flapper and PURL
Application: Direct Mail and Online Promotion

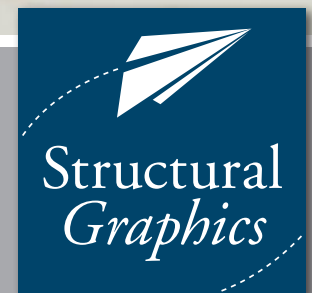
Profile

Iggesund Paperboard is Europe's leading manufacturer of high quality virgin fiber paperboard for use in high end packaging and premium commercial print applications. Iggesund owns Invercote and Incada; two of the market's leading grades.

Iggesund's business goal is to provide customers with an understanding of its product's unique features; features which provide the best possible strength and durability characteristics for protecting merchandise and communicating ideas, while at the same time preserving the integrity of design elements with exceptional print reproduction and resistance to cracking. Iggesund works closely with customers to develop new products and service solutions. Iggesund is a member of the Holmen Group.

Challenge

Iggesund wanted to demonstrate the strength and durability, resistance to cracking and print reproduction of their Invercote paperboard product.



"The choice to work with SG was a no-brainer. Their dimensional designs provide graphic illustration of Invercote's core strengths as a product. What I wasn't expecting was their expert guidance in developing an integrated campaign that ultimately provided useful, actionable results!"

*Neal Haussel
Sales Manager, Iggesund Paperboard*

The primary objective of this campaign was to:

- Build brand awareness and loyalty
- Target creative and production prospects at agencies and printers
- Provide prospects valuable information about the benefits of Iggesund's products
- Demonstrate the features of their products
- Interact with their prospects and become a resource for them
 - Learn more about their needs
 - Understand their design and production challenges
 - Create a conversation with them rather than market to them (Pull marketing vs. Push marketing)

Solution: Structural Graphics patented Flapper and PURL

Structural Graphics launched a comprehensive integrated campaign that included the Variable Printed Flapper as the High Impact direct mail piece designed to get the recipient's attention and drive them to the web and a PURL (personalized URL). Structural Graphics developed the PURL which included a welcome page and survey page to gather valuable information about what was important to the prospect and learn how they preferred to be communicated with. Responders received a watertight paper vase produced entirely of Invercote Creato.

Both the Flapper and PURL included variable data that was triggered by the title of the recipient. Structural Graphics worked with Iggesund to develop the list. One half of the list was provided to us by Iggesund and the other half was developed and supplied by Structural Graphics.

Results

Iggesund Paperboard experienced a 6% response rate with this campaign (a 400% increase over their previous marketing campaign) and gained valuable insights into what is important to their prospects and customers. An e-mail was automatically sent to Iggesund's VP of Sales after each response to the survey allowing him to assign the lead and follow up with that prospect. Some comments from prospects regarding the mailer included, "I saw a mailer that you had sent to someone at our company who is no longer here, and I was impressed with the clever design. I passed it along to someone else who might find it useful." "Your INVERCOTE! mailer was on my desk and several art directors were intrigued enough to pick it up and start playing. a good sign!"



Quantity: 3,000

Size: 5.125 x 7.125

Press: 3 sets digital proofs

Stock: 10PT Invercote

Production Time: 3 weeks



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See and learn more at www.structuralgraphics.com