

DISH NETWORK CASE STUDY



Structural Graphics re-engineered Dish Network's design specifications resulting in a **\$2,000,000 savings.**

CLIENT: Dish Network

INDUSTRY: Telecommunications

PROJECT: Multi-Wave Campaign

SG SERVICES: Direct Mail and Creatives Services

BACKGROUND

The story of this 6-wave mailing can be broken into Wave One - and the 5 that followed. Initially, Structural Graphics' involvement in this project was simply as a production facility. Dish Network had approached us wanting to execute their chosen design for the first wave of this campaign. The 500,000-piece box mailing was perfect for our production model and wholly owned hand assembly capabilities, especially given that each mailer required a six-way hand match of its components. Expectedly, the production went smoothly. After the mailer

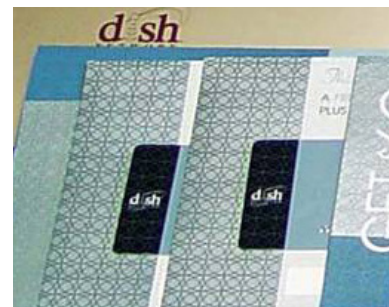


STRUCTURAL GRAPHICS SAVED DISH NETWORK CLOSE TO \$2,000,000 IN PRODUCTION COSTS WHEN COMPARED TO THEIR INITIAL DESIGN.

performed well, we were contacted to prepare for Wave 2.

PROJECT GOALS

Our clients were very pleased with the results of their initial mailing, so they were surprised when we asked to rework the design for Wave 2. After all, in direct mail perhaps more than anywhere, “if it ain’t broke, don’t fix it.” But we knew that with a redesign and some adjustments we could deliver a new mailer with the very same attributes that made the first wave so successful. And we knew we could do so better, faster and cheaper.



SUCCESS

Dish Network trusted in our expertise and their second wave of 500,000 boxes mailed using our improved version of the initial design. So did the four waves that followed. All six waves performed equally well, and waves 2-6 saved Dish Network close to **\$2,000,000** in production costs when compared to their initial design.