

Problem/Situation: Create a mailer that would serve to keep top of mind awareness between campaigns for a pizza chain. The pizza chain's strategy was focused on home-delivery in an urban setting.

Solution: The Company was a client of a Vancouver ad agency who had already developed a series of humorous mailers. Therefore I only had to tweak the inside menu's generic copy and adhere to the existing layout. That layout required a single image and a crisp headline that would demonstrate the overall home-delivery message. My solution as usual looked to the desired ultimate outcome of the customer. It was a picture of a pizza delivery person from the point of view of the customer when they opened their door to accept delivery. He would be well attired, smiling & friendly, and holding their pizza. The headline also supported the ultimate outcome because I found a message that had a straight-forward meaning and an implied message of quality. *"Our Name Rings A Bell."*

Result: The mailer was used between specific monthly campaigns. The client was very pleased and the agency owner shook my hand and told me that personally.

Our name rings a bell.

