

**Problem/Situation:** Create a direct mail flyer for interior design services.

**Solution:** The client needed a design layout, a campaign theme and assistance to produce and deliver the piece. Background research showed me that the client's showroom for luxury linens drew potential clients for her interior design service. The purpose of the mailer then became to draw customers into the showroom where she could interact with them and show her design expertise to those who expressed an interest. To attempt to pull in customers for an expensive and prolonged service as home design is futile, but to attract because such a clientele usually also seek luxury linens it is possible to use that as a door opener. The motivation for both is to create a home style that emulates the designers they see on television and see in home décor magazines.

- ❖ I created a unique sized mailer so that it could fit in a purse easily. It stood a better likelihood of not getting tossed. The flyer was printed on high quality card stock and used images provided by the client of her work to deliver a high-end appearance.
- ❖ The headline reflected the customers' wish to emulate designers affordably— *Designer Styles With Designer Discounts*. The supporting copy addressed three key customer benefits.
- ❖ Directions to the showroom locations, web site and phone contact were clear.
- ❖ 50,000 flyers were printed. I art directed the print production process as the client did not have a graphic designer and the printer was open to this approach.
- ❖ I selected affluent urban neighborhoods by postal code and carrier walk using Canada Posts Unaddressed Admail service. This is software for Direct Mail and is quite complicated, involving downloading, installation and learning to use it. I am proficient with this for processing unaddressed admail for direct mail clients.
- ❖ The piece was also used as a take-away from the linen showroom.
  
- ❖ **Result:** Many times customers came into the showroom or called and referenced those flyers months after mailings to their area. The return on investment is confidential, but was very profitable leading not only to design projects as intended, delivering a steady secondary income stream from linen sales. The regular mailing of 5,000 mailers a month kept the firm's brand top of mind when the topic of interior design services and fine linens became a requirement for the recipients.

designer styles with designer discounts

AND A REPUTATION FOR FRIENDLINESS



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**Terra Nova Linen House**

Everything works together!  
Colors match, fabrics are  
long lasting and feel  
sensational. If you see it in  
a decorating magazine it  
can be yours. You get the  
look you want.

**Enjoy the benefits of design services:**

- Project Management**  
Single meeting to budget, choose, display, when to order, bad colors to avoid, to purchase. Everything matches!
- Space Planning**  
Professionals planning, Custom proposals, fit, make and manage. Will fit perfectly into your space. No surprises!
- Reliable Trades/Suppliers**  
(See them all before you do!) Have to find, find, find, or find for trades and then figure it out.
- Delivery and Installation**  
Delivery in 4-6 weeks and 4 A.M. install!
- Your Budget rules!**  
When your budget is higher we work to it.

**Westtown District**

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