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DIRECT MAIL (COPY & ART DIRECTION)

The letter listed startling statistics of sugar and sugar substitutes in processed and fast foods that children consume daily and showed how FoodShare's 'School nutrition programs' were the right solution for our children.

The outer envelope: Made a bold statement. It said, "Help our children kick a new twenty pack-a-day habit that is damaging their health."



FOODSHARE DOES ITS SHARE TO HIGHLIGHT THE GROWING THREAT OF OBESITY AND DIABETES IN OUR CHILDREN

This was a back to school direct mail piece aimed at new prospects. It identified sugar and sugar substitutes in our food as the main culprit behind the now alarming rate of obesity and diabetes in our young children today.

The letter listed startling statistics of sugar and sugar substitutes in processed and fast foods that children consume daily and showed how FoodShare 'School nutrition programs' are the right solution for our children.

I used a pack of sugar to make my point because it helps the recipient understand the real problem and to see the solution more clearly.

The Result: The acquisition piece generated a 9.30% response.

The first thing you saw when you opened the envelope was a card with the message. "The pack I am talking about is the sugar pack enclosed" and a actual pack of sugar.