

The lift note from the abused woman's daughter acted as a motivator and also helped answer the reader's question as to why abused women continue to live with their abusers.

The letter explained how women often have to abandon everything when they flee.

It focused on the story of one mother and her daughter who came to the shelter.



BEATING THE CONTROL

Interval House, Canada's oldest shelter for abused women and their children, had a control package that has an unbeaten track record for the last twelve years.

When creating a package to go up against this control package, it was important not to abandon any elements that had made the control package so successful, such as the lift note from a child.

Direct marketing design is semiotic – signs, hand written messages, underlines, starbursts all demand your attention or clearly signal to the reader, 'look at this', and that's exactly what this piece did so effectively and forcefully.

A toothbrush was added to the mailing to emphasize how even essential things must be left behind when one is fleeing violence.

The Result: Early indications show the this new package is ahead of the control package by a margin of 30%.

The words on the envelope are handwritten to add a personal touch and a sense of urgency.

A traditional two window envelope was used to keep costs down. Through the lower window one can clearly see a toothbrush while the upper window shows the name and address of the recipient.