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**DIRECT MAIL (COPY & ART DIRECTION)**



Letter.  
 The outer envelope had an unfinished headline that said, "NOW YOU CAN HELP EASE THE PAIN BECAUSE..."



**ADDING A STREAK OF OUTRAGE**

Springtide Resources, formerly called Education Wife Assault (EWA), is a charity that provides kits, referrals and life saving information to abused women and their children. They also train teachers, social workers, doctors, lawyers and judges to identify and respond to abused women and their children.

When recipients opened the package they found a poster with the statement, BANDAGES ARE NOT ENOUGH. As they unfolded the poster, a band-aid fell out on their lap.

The direct marketing piece focused on two issues:

- The plight of abused women and the pain and suffering they endure;
- The shame that 'we as a society' must bear for letting this happen.

**The Result:** This mailing generated a 22% response from new prospects in six weeks – a record for this organization.

BAND-AIDS were donated by Johnson and Johnson Inc after they saw the concept.