

## EnvyPak™ Gets Over 3X Higher Response Rate

To test effectiveness and demonstrate the versatility of the new EnvyPak™ line of mailers, UniKeep went straight to some of the toughest critics: the readers of HOW Magazine. Readership consists of over 40,000 creative professionals including designers, art directors and creative directors from design firms, corporate/in-house creative departments, ad agencies, schools, publishing printing, marketing and public relations.

The standard EnvyPak™ line offers a wide range of sizes and configurations of poly and poly/paper mailers, including crystal clear envelopes and laser printable mailers. All of these can be custom printed in full color for a powerful marketing impact.

The true versatility, however, is that EnvyPak™ can easily be custom designed and manufactured into marketing pieces that are truly only limited by the designer's imagination.

For its introduction, EnvyPak™ was designed as a single sheet for insertion into the June 2005 issue of HOW. The front includes a checklist of products and the lower third of the insert contains a poly pocket sized to hold a standard business card. The pocket, with its fold-over flap, is perforated to tear away from the insert with peel and stick tape at the bottom to hold the flap closed over the card. The product information on the back includes the business reply indicia that will display on the outside of the folded mailer.

According to HOW, which regularly includes ten or more bound-in inserts in an average issue, the EnvyPak™ was totally new because it featured a poly pocket. However, EnvyPak™ easily fell within their mechanical specifications and the publisher had no difficulties during the run.

The EnvyPak™ insert ran next to a full page ad with a reader response number that corresponded to the HOW standard, bound-in BRC.

“We typically see very high response rates to our ads in HOW using their response service. But with the EnvyPak™ response card integrated right into the



**Easy and efficient.**  
Business cards offer more contact information and it's easier to read than hand-written cards.

ad itself, there is a higher impulse factor that encourages readers to respond immediately as they are reading the ad,” said Karen Sullivan, UniKeep Director of Marketing. Readers clearly understood the EnvyPak™ product and acted: insert their card, check the areas of interest, then fold, seal and mail.

The EnvyPak™ insert resulted in over three times more responses as the BRC, even though the responses with the magazine's reader service card were in the top seventeen percent for all advertising in that issue. And responses continue to come in, a full year after the insert appeared.

Do you need an extraordinary response like this? Whatever you can imagine, EnvyPak™ can achieve. Call for a consultation and let UniKeep prove EnvyPak™ can make your ideas work!