



BT

Mail might not seem the obvious channel to communicate a message about broadband but BT cleverly allowed the medium to become the message. Their envelope humorously stated *"We were going to email you but we think your broadband's so slow, it was quicker to post you this."*

By taking an analogue approach to communicate brand messaging via the post allowed BT to stand out from the digital noise, grab prospects' attention and launch them into action.

11.4%
CONVERSION RATE

.41%
RESPONSE RATE SMASHED
THE CONTROL'S
.30%