



## DANISH CANCER CAMPAIGN LOTTERY

The Danish Cancer Campaign tested the effectiveness of direct mail versus email in an attempt to boost their charity lottery participation.

*"In the words of the report of this campaign, Direct mail signals care, trustworthiness and seriousness. Since it is considered personal, it is a media well-suited to charitable lotteries."*

RESPONSE RATES:

**EMAIL 25%**  
**DIRECT MAIL 55%**

RECALL:

**EMAIL 25%**  
**DIRECT MAIL 55%**