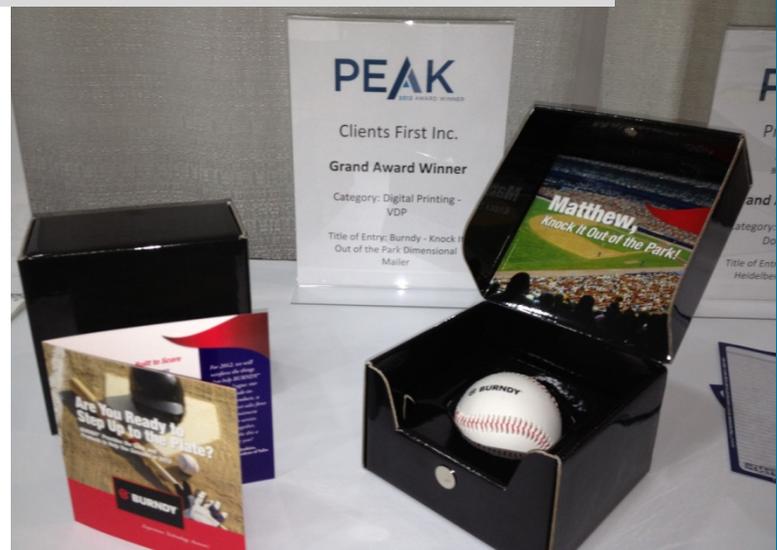


PODi CASE STUDY

BURNDY "KNOCKS IT OUT OF THE PARK" WITH DIMENSIONAL MAIL



PODi is a global, member-supported not-for-profit organization. The PODi library consists of over 500 digital printing and marketing case studies from around the world.

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BURNDY “KNOCKS IT OUT OF THE PARK” WITH DIMENSIONAL MAIL

VERTICAL MARKET: Manufacturing
BUSINESS APPLICATION: Digital Packaging

BUSINESS OBJECTIVES

BURNDY, headquartered in Manchester, New Hampshire, has three US manufacturing sites along with one each in Mexico and Brazil. They offer high quality, competitively priced connectors, wiring accessories and installation tooling that have solved connection problems for over 85 years.

To kick off their annual sales initiative BURNDY needed a way to capture the attention of sales representatives and get them excited about the coming year.

RESULTS

Working with The Colad Group, a dimensional mailer was developed that tied in with BURNDY’s baseball-themed sales campaign. The launch was considered a success, with high praise and positive feedback from the sales force.

CAMPAIGN ARCHITECTURE

Designed as a launch piece for a yearlong baseball sales campaign, the BURNDY dimensional mailer was a personalized way to introduce each salesperson to the goals for the year ahead and provide a hint of what was planned without giving away upcoming promotions.



The box featured a clean, sleek design that continued to bring the corporate standards and preferences forward into a more modern look and feel. Intended to be a keepsake—to be displayed in offices—the shape and

Burndy “Knocks it Out of the Park” with Dimensional Mail

construction of the box were carefully considered with unobtrusive corners and internal, magnetic closure.

The first name of each salesperson was printed on the inside lid of their box, above the “Knock it Out of the Park” headline. A baseball with BURNDY’s logo was presented in the box. Also included in the box was a brochure “Are You Ready to Step Up to the Plate”

Other sales promotion pieces for the year reflected this look and approach, creating a tie back to the box as well as reinforcing a visual and contextual consistency.

Are You Ready to Step Up to the Plate?
BURNDY® Provides the Tools and Products to Help You Succeed in 2012

BURNDY®
Experience. Technology. Answers.™

Keep Your Eye on the Ball

We're Not Letting Up!
2011 was a record-breaking year for BURNDY®—thanks to our superior products, our focus on various vertical markets, the BURNDY® Engineered System and you.

Like a sports team gearing up to establish its place as a dynasty, we're not planning to slow down in 2012. Instead, we've recruited new products, strengthened our support systems and streamlined our distribution channels.

Throughout 2012, you'll be hearing more about all our improvements. We have all the tools you need to **Knock It Out of the Park!**

A Lineup That Is Built to Score

As 2012 progresses, watch for more information about:

- Our new products for utility, CM&R and tooling
- The added vertical markets with company support to expand growth
- The integration of the Wiley solar grounding products
- A grounding solution for all projects from The Grounding Superstore™
- A Q2 sales contest focusing on all our grounding products and U-die tools
- Promotions and giveaway opportunities throughout the year

For 2012, we will reinforce the things that help BURNDY® lead our league: our focus on made-in-the-USA products, a factory-direct sales force and a commitment to customer service. Working together, we can make this a blockbuster year!

— Warren Jenkins,
Vice President of Sales

TARGET AUDIENCE AND MESSAGING

The audience for this campaign was BURNDY’s 170+ sales force. The copy within the brochure encouraged salespeople to watch throughout the year for more information on new products, sales contests and promotions.

PRODUCTION

One unique aspect of this project was the creation of a 3D PDF that shows the box from any desired angle and helps ensure a successful project. The

3D PDF is particularly useful during the design and proofing stage to illustrate to the customer the dimensional mailer. It can also help save time by eliminating the need to build prototypes.

3D PDFs are generated through The Colad Group's Artios CAD program. After a flat die line is completed they can use the 3D module to fold up the box. If low resolution graphics are already set up to the die line a virtual prototype can be made by having the graphics imported into CAD before folding the design. Then a 3D PDF can be exported.

REASONS FOR SUCCESS

This solution won a won a PEAK Award from PSDA in the digital VDP category. Best practices learned from this solution are:

- **USE DIMENSIONAL MAIL TO GET NOTICED.** The more a recipient interacts with your communication the more likely they are to remember and act on the message. Dimensional mailers are intriguing and recipients will want to open them to find out what is inside.
- **USE THE POWER OF DIGITAL PRINT AND PERSONALIZATION TO CREATE A CONNECTION.** The name personalization that was used on the Burndy Box gained the attention of recipients and enhanced the keepsake quality of the package that Burndy wished to achieve.

