



Tried, True-and Very Effective

Direct mail campaign gets a big response from the post-press industry



Company | Glue Dots Adhesives

The Goal

When looking for an adhesive system for post-press applications, most print shops think of hot melt glue before pressure-sensitive adhesives (PSAs). Glue Dots wanted to change that and asked LePoidevin Marketing to develop and execute an integrated marketing campaign to educate printers and get them to request a free demo kit.

The Execution

The "Solutions that Stick" campaign launched with a series of print ads stressing that, more than just adhesives and applicators, Glue Dots provided customers with individualized recommendations and the confidence that their products and profit margins would be secure. The demo kit offer was promoted to existing leads through email; an additional 4.5K new leads received an interactive dimensional mailer showing the range of post-press applications possible with Glue Dots.

The Results

Primed by the print and email campaigns, printers responded positively to the direct mail component. In just over a week, Glue Dots received numerous demo kit requests from new leads and surpassed their goal of a 3% response rate.