



bet on bulky mail

When you need to get in front of that elusive top executive

1

ADD DIMENSION

This cigar box is likely to stand out!



2

MAKE IT PERSONAL!

People love seeing their name on things. It's like magic.



3

PURL IT UP

Include a personalized URL. This will take the recipient to a tailored landing page where you can provide more information.



4

MAKE IT MEMORABLE!

Be unforgettable, dahhhling.

5

CALL TO ACTION

What do you want people to do when they get this mailer? Make your CTA clear (in this case, it's visit the Purl).

6

EMAIL TOO!

Try sending out an email before the mailer hits to get people excited. Follow up after to remind them to visit the Purl.

Compliments of Pixa, your local full-service marketing & print resource

Pixa | 4050 E Cotton Center Blvd, Suite 68 | Phoenix, AZ, 85040 | 480.380.2201 | thinkpixa.com

Not into cigars? Not a Problem!

20 additional dimensional mail ideas

Dimensional Mail:

- Stands out in a sea of standard envelopes
- Gets past the gatekeepers (secretaries, executive assistants, receptionists, etc.)
- Is great for higher-value campaigns

1 video mailer

Video is having a serious moment right now. It's a great time to jump in on the trend and send a mailer that plays a video upon opening.

- Use it as a personal introduction to your company
- Release a dramatic trailer for your next product launch



2 view master

Remember those? If you don't, then holy smokes I am getting old! But yes, kids, there was a time before cell phones and YouTube, and we spent those days playing with cool gadgets like the View Master.

- Plays up the nostalgia card
- Creates opportunity to interact
- Clearly tells a story



3 toolbox

Not handy? Not a problem! Take the toolbox and re-invent it to serve your business.

- Explain how you fix a problem
- Fill it with your “tools of the trade”

We sent one toolbox out and got a 100% response rate!



It only takes one!

4 cell phone charger

What’s nicer than getting something in the mail you can actually use? So send those cell-phone addicted people a branded charger.

- Use “charged up” messaging
- Its practicality will give it value



5 magic 8 ball

These fortune-telling spheres were addicting when we were all kids, and they’ll be sure to make an impression on the adults you mail them to.

- Plays up the nostalgia card
- Use “fortune-telling” messaging



6 bar of soap

It doesn’t matter if you’re not a cleaning service. If there’s some way you can weave a clean theme into your pitch, you can use a bar of soap.

- It’s very unexpected, yet useful
- Use the clean theme to help wash you in success



7 balloon

You can have balloons printed with messaging and then filled with helium. Place them in a cardboard box and deliver. When opened, the balloons will float out of the box, like a small party!

- This one is all about FUN
- Great for invitations to an event
- Perfect for an announcement



8 a key

A key is a great way to catch attention because everyone's natural instinct is to wonder what it opens.

- Use words like "Unlock the secrets..." or "the key to success..." to carry the theme through
- You could send a Lock as well



9 a sports ball

Ready to play ball with your next direct mail campaign? Well swing, batter, batter cause you're about to hit a home run!

- Choose any sport and create a theme
- This is a crowd-pleaser



10 message in a bottle

You can send the bottle in the mail without additional packaging! Literally, they will open their mailbox to find an actual message in a bottle.

- This is incredibly attention-grabbing
- Use messaging like "stranded?" "Looking for Dry Land?"



11 puzzle

This one has a few different options. You could either mail an entire puzzle that, when completed, shows your message and call-to-action. Or you could send one puzzle piece out at a time, in order to create suspense, evoke curiosity and keep people tuned in to your brand.



- Use puzzling language to keep up the theme
- Perfect to build suspense
- Creates an opportunity for interaction

12 a poster

You know why posters work well? Because they come in a tube! Imagine getting a tube mailer sent to you. You would definitely open it, just to see what could possibly be inside. Pair that with a great poster that communicates your message and appeals to your audience and you have a big success on your hands—and hopefully their walls...



- Eye-Catching
- Creates an opportunity for a BIG message

13 food

The fastest way to someone's heart is through their stomach, so let's get people to fall in love with your brand by feeding them!



- Send out cookies branded with your logo
- Send a cake featuring the recipient's picture
- Send personalized candy to sweeten the deal
- Have a pizza personally delivered to someone at work

14 flowers

Imagine being sent flowers at work. You would definitely accept them because you would be thinking they were from someone you know personally. But imagine being sent them from a company!

- Surprise and delight your audience. *But don't actually mail them in an envelope...that's just a concept image, people. That would be a disaster!*
- Use messaging like "seeds of success" and "ready to bloom"



15 calendar

Is the new year coming up? Take advantage and send out a custom calendar! Brand it with your company's messaging, but make it appealing enough for someone to keep year-round.

- Creates a year-round opportunity
- Fill it with fun dates & fake holidays



16 a pair of shoes

This one requires a bit more planning and research because you want to make sure you have the correct size. But imagine how cool it would be to receive a shoe box in the mail.

- You could even try sending out just one with messaging that intrigues them to call you to get the other shoe.



17 sunglasses

Looking to brighten up your marketing? Send out some shades!

- You can have a lot of fun with the messaging around this campaign-think sunny skies, bright future, seeing is believing, etc.
- Send out some cheap ones with colorful sides and a cheeky message or splurge on some really nice ones to impress just a few key people.



8 band-aids

Hurting for new leads? Try sending out some custom bandages with messaging centered around a medical or healing theme.

- It's a pain-free way to stick in people's minds. See? Messaging around bandages is easy!



19 hot sauce

Let's spice up your next direct mail campaign by sending out some hot sauce!

- It's unexpected and will definitely help you create some heat around brand awareness.
- Plus, if it's custom branded, you will stay in people's minds every time they use it. And they'll use it. Hot sauce is so hot right now.



20 a mirror

You could have messaging around the mirror that reads "Our best client —the fairest of them all." Or something like "You're looking good...but is your _____?" Fill in the blank with whatever your product or services solve. For instance, since we're in marketing, we would say "You're looking good...but is your marketing?"

- This is a fun way to incorporate the recipient in the design without having to use personalization.



So there you have it--some great ideas to inspire your next dimensional direct mail campaign. But don't stop at these 20--the possibilities are only limited by your imagination. We can help you come up with the perfect theme and figure out how to get the best response! Give us a call and let's get your next campaign off the ground...and into mailboxes!

Let's get bulky! | 480.380.2201