IRISH DIRECT MARKETING ASSOCIATION LTD

What Impressed Me, by Paul Healy

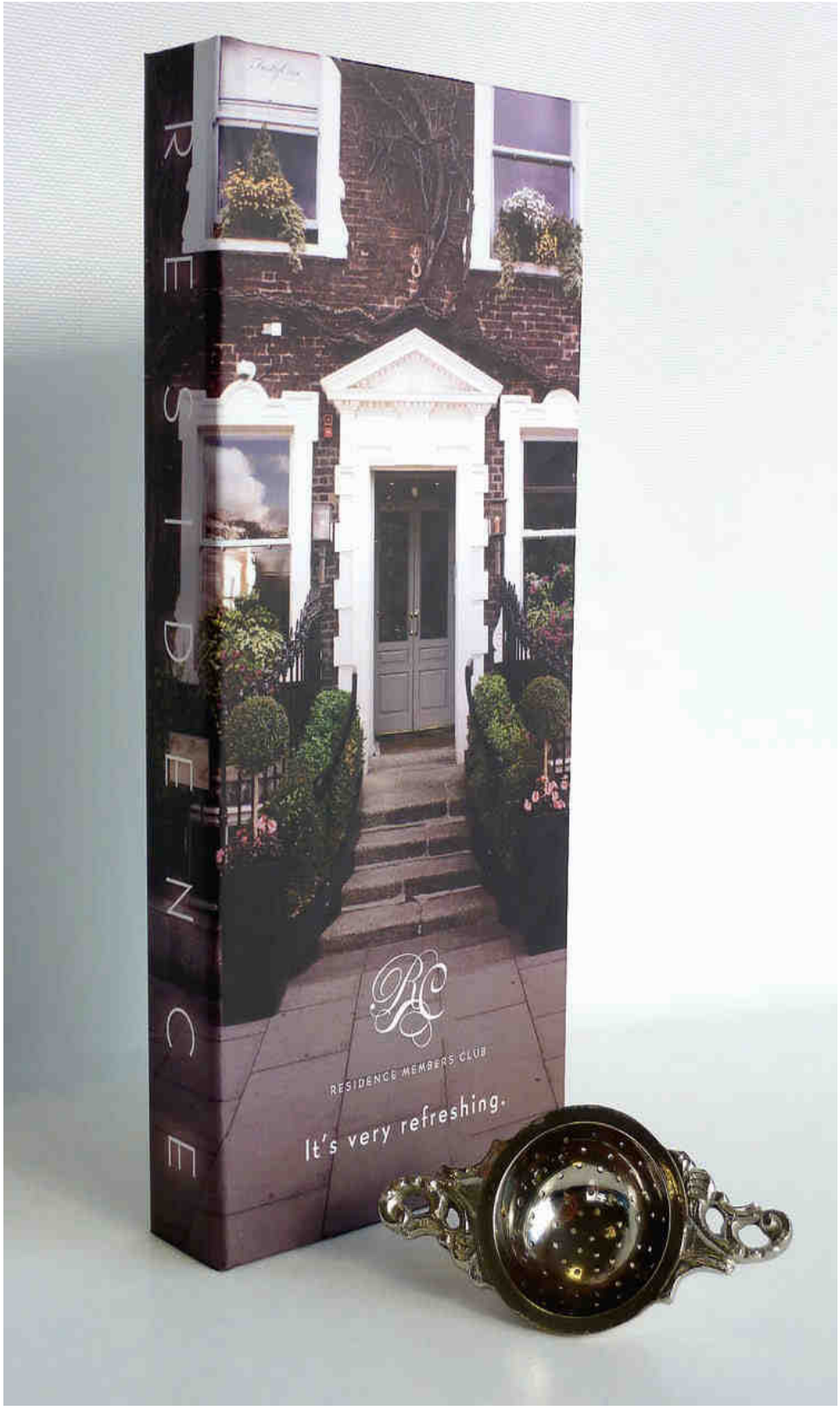
Residence is four floors of one of the loveliest houses on St Stephen's Green, on its nicest corner. It is, quite simply, one of Dublin's finest town houses. With new management and a new brand, it seemed like a good time to go out and tell people about it.

So, they sent out 300 direct mail pieces to prospective and lapsed customers. A Mint tea bag and an antique tea strainer may seem to be strange items to send out to prospective customers, but that's exactly what they have done under the tagline:

"*It's very refreshing*"

The look and feel of this piece defines elegance. From the very minute you receive your mail piece (delivered by hand) to when you open the personalised wrapping paper that reveals a beautifully shot photograph of Residence's front door to the clear use of typography , you already have a feeling of what the club is going to be like.

The box opens to reveal an antique silver tea strainer that is set in a burgundy velvety inlay with fresh mint in a flavour bag exuding the sort of fresh aroma you might find in any of the world's best tea houses.


RESIDENCE
RC
RESIDENCE MEMBERS CLUB
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