



What Impressed Me, by Dave Furney

Brown envelopes have connotations far beyond their worth but the C4 one that arrived certainly caught my eye. Old Typewriter style font / espoke Ceadunas and hand stamp marks all over it presented the piece excellently. Flip it over to find another bespoke seal on the reverse with echoes of military papers awaiting for me inside. The style of the actual mail piece is in the form of a military dossier. No great shakes I hear you say but the way this one is done is very true to the style. Old Typewriter font throughout. Pages held with actual paper clips and cleverly hot dotted as well to ensure they are held in place. All the personalization takes the form of a hand stamp and the multiple levels of personalization are very well carried through. The look and feel of this piece is excellent. The language and presentation is also excellent. Right down to the QR code looking the part bringing 21st century technology to the look and feel of a 1940's Call to Action. The final niche moment is the stapled on map. Now let your imagination run free and attend the event with leaves attached to your head...!

