

Creative Campaigns

Here are some of the most creative uses of envelopes in advertising, marketing or public relations campaigns. We hope these will inspire your future paper-based communications projects. New case studies are added regularly, so check back soon for more ideas.

If you would like to nominate a campaign for inclusion in Creative Campaigns, please contact Kim Moses at kmoses@envelope.org.

Capital Printing Corporation



Capital Printing Corporation (CPC) was challenged to develop a direct mail piece to introduce their two environmentally-friendly certifications, Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI), and to announce that a portion of the plant had been converted over to green power. The goal was to target existing clients and attract new ones, especially agencies.

Rizco Design, a seven-year client of CPC, was enlisted to take on the task of creating a piece that would make a "green" statement in both its design and message. Knowing that printing and paper choices have a major impact on the environment, the goal was to make sustainable design choices throughout the process. That included minimizing resources, choosing FSC certified paper stocks and turning to vendors who utilize wind power.

Brown-bag, kraft envelopes were selected to deliver the mailer to existing and potential clients. Organic in feeling, the envelope set the tone for the environmental message that was delivered through this mailing. The final piece was a tri-fold brochure titled Nurture Nature Empower that featured an origami heart, tree and wind mill. The look and feel of the piece tied CPC's announcements and educational information about printing and the environment together. The inside of the brochure included a pocket that housed a business card and patterned sheets with directions on how to make your own origami replications. This dimensional leave-behind acted as a reminder that CPC is an environmentally friendly vendor.

Quantity produced: 1,500 Design Firm: Rizco Design, Manasquan, NJ Envelope Supplier: EnvelopeMall.com Offset Printing: Capital Printing Corporation, Middlesex, NJ Photography: Julia Diebold, PhotographyByJulia.com