

## CAR DEALERSHIP SWEEPSTAKE MAILERS

**THE PROCESS:** Hybrid (Mixed Processes)

**THE CLIENT:** Walter Cameron

**THE CHALLENGE:** To produce full-color sweepstake mailers to a car dealership client list for an open-house promotion. All items needed to be produced and mailed in three business days. They needed to create a cost-effective piece that provided for variable data on both sides of the mailer. They also needed to abide by stringent regulations to solicit to prospects with a prize-winning campaign.

**THE SOLUTION:** Sentinel was able to produce a colorful shell stock on the first day to provide for consistent color incorporation. On the second day, the variable data mastheads were imprinted in black on the shell stock using electro-static printing. On the third day, the job was pre-sorted first class for its mail drop. Sentinel also provided a winning number mailing confirmation list to validate the campaign.

**THE RESULTS:** Interest and attendance was generated with a colorful and personalized mailer. It was delivered on time and on budget using a higher caliber production method than ink jetting.