

# DirectMail

## CASE STUDY

### Harland Clarke's Efficient Direct Mail Capabilities Save Critical Project Deadline

750,000 direct  
mail pieces

2 weeks

#### CHALLENGE

A large regional bank with \$25 billion in assets was executing a full-year marketing calendar, with no margin for slippage in a campaign drop. Compliance approval for the first campaign on the calendar--a multi-state deposit acquisition campaign--took much longer than expected. The campaign's final drop date, however, could not be extended.

#### SOLUTION

The bank — a longstanding, multi-solution client — called on Harland Clarke, which coordinated multiple teams to design, produce and proof the direct mail piece. Despite the compliance approval delays, Harland Clarke used its state-of-the-art technology and industry expertise to deliver the project — nearly 750,000 self-mailers, including six versions to reflect multiple audiences — within two weeks.

#### RESULTS

Harland Clarke successfully executed the campaign drop in about 1/3 the typical turnaround time for similar projects, to meet the client's demanding marketing calendar schedule.

*Many variables impact campaign success. The information contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.*

Learn more about how to engage the critical components necessary to execute successful customized direct mail campaigns.

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