

**RELISH**

**GRABBED SMES'**

**ATTENTION**

**WITH A SIMPLE**

**OVER-SIZED**

**MAILING**

**Relish<sup>TM</sup>**



**Royal Mail**

MarketReach

# BACKGROUND

When it comes to internet provision, it is London's small to medium businesses that struggle the most. The hassle and time involved in getting connected to decent business internet is painful as well as potentially expensive and the big players don't help by making it all seem complicated and time consuming.

Relish had something new to offer the marketplace: a next day delivery, easy set up B2B internet. Knowing that the business universe in central London is vast and takes all shapes and sizes they set out to target SMEs who would struggle the most to get connected.

# SOLUTION

Relish started by mapping and profiling the central London business universe to identify the SMEs who were most in need of internet provision but – given their size and location – would be subject to painfully slow installation and off-putting costs. This prospect database was supplied to the Relish sales team. But before any sales calls were made, a mail pack was sent to warm customers up.

Business people are busy, so it was vital that the mailing grabbed their attention. A simple, over-sized pack, whose tangibility was difficult to ignore, landed on the SME's desk offering hope and next day delivery. The key product benefits of speed and ease were dramatized using the icon of a next day delivery scooter with a fun and optimistic tonality.

# RESULTS

Simple but engaging, the over-sized pack grabbed SMEs attention and communicated Relish's point of difference before the sales team made their first call.

Relish achieved an average conversion to sale rate of 2.2% from customers who received the pack in an industry that is usually satisfied with less than 1%. This delivered an ROI of £2.72:1 (based on Y1 revenue).

The sales team reported that the pack was frequently recalled as something that had been kept hold of for reference.

