



HiFX - Case study

INTELLIGENT FINANCIAL SERVICES

The brief

HiFX is a multinational Financial Services Organisation that specialises in foreign currency exchange. The Bertie Agency (our sister company), was briefed to create a high impact mailing campaign to help acquire new business from 1500 targeted customer segments. The mailer needed to clearly communicate the quality and benefits of HiFX's foreign exchange advisory services.

The solution

The result was a branded 'money maze' puzzle that asked the recipient to 'solve the currency maze'. Once completed, the challenging puzzle contained a chance to win one of several trips to European cities. Follow up calls were made by HiFX to provide the magic formula to solve the puzzle and deliver the all important tagline 'Without knowledge and understanding; numbers are meaningless'.

Print specs

Box: a rigid custom made box, 1200 micron black lined covered with black buckrum paper with a foil blocked logo to the lid with bespoke foam base and supports inside. The sleeve was printed 2 colours on a 350gsm 'Vision Super' uncoated stock. Inside a booklet is made up of 8pp x 3 versions for different market segments. Printed 4 colours on 160gsm 'Vision Super' uncoated stock.

We're still waiting to measure the total success of the overall campaign, but initial feedback has been great!

How can we help your business stand out?

Call us for a chat [01628 485555](tel:01628485555)