



→ Dimensional Impressions™ Case Studies

Below are two case studies that demonstrate the power of a Dimensional Impressions™ campaign. Both clients experienced success because of the promotions and realized their goals of reaching more customers with their product offerings.



3M Optical Systems

→ CHALLENGE

To bring about awareness of 3M's new Notebook Privacy Filter with business travelers.

→ ACTION

We collaborated with 3M designers to design a not-so-ordinary mailer resembling a suitcase that commanded the attention of business travelers.

→ RESULT

Dramatic increase in response rates compared to flat 2-dimensional mailings created in the past.

Promotional Agency

→ CHALLENGE

To design a mailer that would help differentiate its client from other insurance companies.

→ ACTION

We created a clean and clever package design to house an imprinted pedometer to convey the targeted brand message.

→ RESULT

The dimensional campaign was so strong that a follow-up campaign was produced the following month.

