



Monster

Personalised direct mail

the client:

Monster.co.uk is one of the UK's most recognised Internet brands and is the UK's leading online careers destination. Online jobseeking is now used by over 11.1 million people in the UK, and is growing enormously year on year.

Monster has a very distinctive brand image and the accurate reproduction of this is vital in any communication.

the project:

Posting a job online with Monster offers many advantages over advertising in newspapers – the traditional method for recruitment. Most important of these are significant time and cost savings.

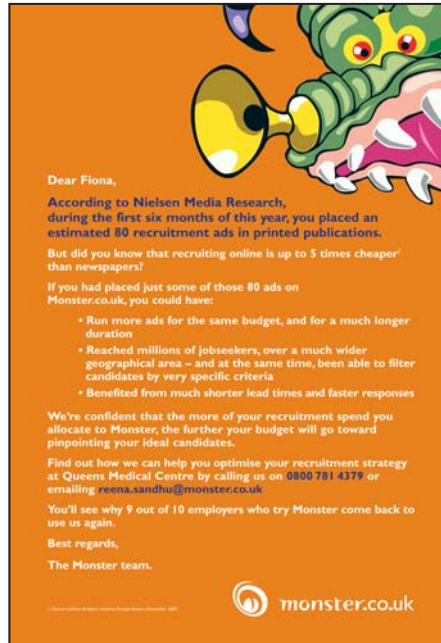
Zeus was briefed to create and print a direct mail piece that would highlight these benefits to employers.

the work:

Industry figures exist for the estimated amount of ads placed by recruiters in the press over the previous six months. Zeus used these figures to create a personalised direct mail piece that compares each recruiter's own level of newspaper advertising to the benefits of using Monster.

The mailer was designed as an all-in-one piece that served as its own envelope and opened out to reveal a letter printed on the inside.

It was printed using a state-of-the-art seven-colour digital press so that corporate colours could be reproduced accurately. This also allowed complete personalisation of the mailer: the address and name in the headline on the front, as well as the name, figures, and company name inside the letter were all specific to each recipient.



the result:

The personalisation and the bright, bold look of the mailer has been successful in getting the attention of recipients across a mix of private companies and public sector organisations. Recipients not only remember receiving it, but many have also been commenting on its striking design.

The campaign is ongoing, and initial results are very positive. Calls following up the mailer are producing a 6% success rate in arranging meetings, and Monster have already won a major account from the first 100 mailers sent out.

Client quote:

"I find Zeus easy to deal with. They always produce sensible solutions which are well written and visually impactful, and they are never precious about their ideas. Zeus are flexible and very responsive – they always make us feel like we're the only client they have."

Kim Walma, Head of Marketing, Monster

other projects for Monster include:

Press ads, html emails, internet banner ads, sales presentation, exhibition stands, promotional material and design.

other zeus clients include:

AOL, BBC Worldwide, CNBC Europe, and The Wall Street Journal Europe.

about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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