

## Client: Infiniti Canada Inc.

**Project** Infiniti Q50 / Drive Your Senses Wild

**Description** As part of the marketing effort by Infiniti to promote the new Q50 sedan, Infiniti mailed a direct marketing piece to 50,000 of their best customers. A six-month trial subscription to promote the new Q50 Sedan and the company's "IPA" (Infiniti Personal Assistant) service was contained in a self-mailer.

**Benefits** The mail piece was created with two types of coatings; Soft Touch AQ & Spot UV. The Soft touch coating gave the mail piece a luxurious, velvet feel across the entire mailer while select images were enhanced with spot UV technology.

The promotional card and carrier were personalized with in-line inkjet printing. The card was tipped on and verified using cameras to confirm the match integrity of every piece.

**Problems & Solutions** The personalized card was tipped into an inside panel of the self-mailer while the name/address block was imaged on the outside of the self-mailer. This required the self-mailer to be flipped in-line to achieve the personalization on the outside and no pre-folding could be done because the card and address both needed to be read for matching. After tipping and matching, the flat piece (36" x 6") was double gate folded and clip-sealed.

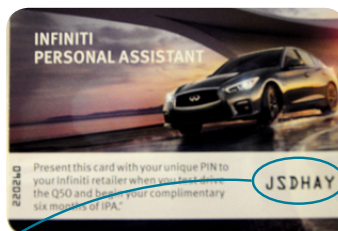
**Production Specifications**

Quantity: 50,000

Versions: 4 Creatives

Print: 4/4 with Soft Touch AQ & Spot UV; 2" x 4" Card with Spot UV & Varnish

Finishing: Apply personalized card to brochure, inkjet name/address block to match card, double gatefold and clip seal in-line.



PIN code camera matched to mailing address