



Case Study: Hearst Magazines

Addressed Admail™ service increases sales for an international bestseller.



U.S. return address. Also, when it came to taking advantage of the offer, postage-paid envelopes only applied when the reply card was mailed in the U.S.

MacDonald recommended an entirely “Canadian” brand for Good Housekeeping, made possible through combining Canada Post products and services: an Addressed Admail mailing with Canadian indicia, Canadian postage-paid Business Reply envelopes (BRE), and a Canadian Post Office Box return address.

Stagecoaches still plied the plains when Good Housekeeping magazine was first published in the U.S. in 1885. Since then, the magazine has been continuously and overwhelmingly popular. Millions of copies sell weekly worldwide due to a brand loyalty that most companies would envy. This wide appeal is due in part to the much-coveted Good Housekeeping Seal, awarded to a wide range of consumer goods after rigorous testing by the Good Housekeeping Research Institute.

Each year, Good Housekeeping’s publisher Hearst Magazines introduces the magazine to prospective new subscribers through mail-in offers. But offers made to Canadians brought only mediocre results.

Then came the solution from Canada Post, says Vladimir Damianov, Senior Promotion Manager for Hearst Magazines.

Brand it “Canada”

Canada Post Account Executive Paul MacDonald pointed out that the magazine’s mail-in offers came to Canadians with a



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Vladimir Damianov
Senior Promotion Manager
Hearst Magazines

Four times the results!

"We got four times the results compared to a previous U.S.-addressed offer," says Damianov. "Success was due to a combination of making this a 'made in Canada' offer and making it easy for customers to respond," adds MacDonald. Customers didn't need to buy a stamp and they could simply drop their BRE subscription request into any Canada Post mailbox.

Canada Post provided a win-win situation by meeting the needs of both Hearst Magazines and its prospective customers through the Canada Post family of products and services. "I don't think we would have achieved this success without the advice of Canada Post and its account representative, Paul MacDonald," says Damianov.

The successful Addressed Admail campaign is one Hearst Magazines is eager to repeat, adds Damianov. The publisher now plans to run the Good Housekeeping prospects campaign in Canada four times a year. Hearst Magazines is also using the Canadian Addressed Admail-PO Box-BRE combination for Cosmopolitan magazine and is in the process of testing the same for Harper's Bazaar, Marie Claire and Seventeen magazines.

Making prospects campaigns successful—that's what Canada Post can do by bringing together a strong combination of its products and services, plus the expertise of its sales experts.

For more information on Canada Post's Addressed Admail service, please visit canadapost.ca.

