

Report



From: Addict Tiltan
 To: Clients
 Subject: Message Recall Success: msg

Sent: Sun 13/4/2014 12:00PM

THE "RECALL INCIDENT" HOLIDAY GREETING CAMPAIGN

Opportunity

Every year, just before the holidays, there is only one reason why all agencies departments leave all their assignments and unite for a shared and highly important goal - avoiding the making of the traditional holiday greeting cards! From This moment each department drops the ball. Passing the responsibility from one to another. Creative to Marketing Department and marketing to creative dep'. So how do we use the awkward moment in making a creative peak?



Oren Meir
 chief creative director
 65 Ha'azmaut St. Haifa
 tel: 0538290007 | 04-8142012

The idea

We turned the last thing our client would want to find out, the inner office correspondence around the holiday greeting, to the greeting card itself! And sent it "accidentally" to each client. Planting inside more pleasant and less pleasant responses at the same time we made a fictitious Recalls on outlook. Curious clients who were convinced that they "caught us in the act" scrolled down the incriminating and juicy correspondence, but when they reached the end, they found the surprising personal greeting card.



Ohad Tsaroom
 digital creative director
 65 Ha'azmaut St. Haifa
 tel: 0528635040 | 04-8142006

The result

"You killed me" "I did not know how to tell you I accidentally got your inner e mail correspondence" "I wanted to bury myself in the computer screen" or very well described by one of our customers :

"One moment I just wanted to forget what I saw, and the next moment I wanted to thank for an unforgettable greeting card. you although we caused some of our clients a small "heart attack" just before the holiday, but more than all, we made them understand, they are not just another ordinary clients, but actually part of the family, no secrets, for better or worse!



Merav Goren
 account manager
 65 Ha'azmaut St. Haifa
 tel: 04-8142017

The Holiday Greeting corresponding >>

https://www.dropbox.com/s/8hgvte7ni543sxxv/HOLIDAY_2.jpg