

## A Memorable Direct Mail Package For New Students

**WeDo package designs.** The admissions director at a local private high school wanted to create unique, highly personalized acceptance packages for incoming freshmen. They requested about 250 custom packages that would leave a strong, positive impression on students and parents, making them feel valued and special. The goals of the customized acceptance packages were to create a memorable first impression, stand out among competitors, encourage social media sharing and foster school pride.

### Customized Packaging Solutions

The package design we proposed to the high school was a mailer-style box, printed inside and out, featuring personalized details tailored to each student. To keep costs within their budget we would print, die-cut and assemble the custom-sized box at our shop. The high school principal loved our prototype and that the boxes would be customized for each student featuring the student's name, welcome message, and a social media call to action on each box.

To determine the contents of the box, we collaborated with the school's admissions staff and agreed on a personalized acceptance letter detailing scholarships, grants, and the amounts awarded to each student, a t-shirt, a phone wallet, an accepted student ticket, and a custom card with a QR code on it leading to an online welcoming message for each student.

Our next step was to develop a customized letter with several variable data fields capable of automatically populating each student's information, including scholarships, grants and amounts from a database. Each package was assembled and then mailed to each student's home address.

All the high school's acceptance packages were delivered on time with 100% accuracy. We successfully met the high school's objective of creating a strong and memorable first impression for students and parents, fostering school pride and driving social media engagement. The feedback was overwhelmingly positive with everyone praising the creativity and personalization of the packages. Families expressed their excitement by sharing photos and videos on many social media sites. More than 50% of the accepted students engaged in some form of social media.

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