

# IGGESUND CASE STUDY



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**CLIENT:** Iggesund Paperboard  
**INDUSTRY:** Premium Paper Products  
**PROJECT:** Iggesund Flapper™ and PURL  
**SG SERVICES:** Direct Mail and Online Promotion

## BACKGROUND

Iggesund Paperboard is Europe's leading manufacturer of high quality virgin fiber paperboard for use in high end packaging and premium commercial print applications. Iggesund owns Invercote and Incada, two of the market's leading grades.

## PROJECT GOALS

- > Demonstrate its paper's strength and durability, resistance to cracking and superior print reproduction capabilities
- > Build brand awareness and loyalty
- > Interact with their customers and become a resource to them
- > Target creative and production professionals at agencies and printers

## CHALLENGES

Our discovery meetings revealed that while Iggesund has a superior product line, the company had very little brand recognition within the United States.

## OUR APPROACH

We launched an integrated campaign that included a variable printed high-impact mailer designed to get the recipients online to a PURL (personalized URL). The PURL featured a survey used to gather information about what was important to the prospect and learn how to communicate with them in the way they preferred.

## SUCCESS

Iggesund Paperboard experienced a 6% response rate with this campaign (a 400% increase over their previous marketing campaign) and gained valuable insights into what is important to their prospects and customers.