

## Sales continue to rise for AFI Uplift thanks to RizkMcCay's winning DM approach

Having won a 3-way agency pitch for the AFI Uplift direct mail account, RizkMcCay has delivered a spectacular increase in sales for the UK's 2nd largest supplier of powered access machinery.

The winning approach has been to produce a series of postcards that build a complete 12 month campaign of messages. Each postcard provides a reason why potential new customers should use AFI Uplift by demonstrating the unique products and services available through their 17 depots nationwide.

**"We're 7 months into the campaign," comments Marketing Manager Sarah Little, "and everyone is delighted with the response. Despite the tough market conditions, we have seen at least a 10% increase in response."**

RizkMcCay Account Manager Helen Andrews takes up the story. "After 6 months it was clear the campaign has produced a return on investment. So we suggested AFI Uplift push the mailing quantities to above 4000 units per month, thereby gaining the mailsort 3 discounts. This means that whilst maintaining the high response rate, we have also reduced postage costs by 26%."

**RizkMcCay is a dynamic and rapidly growing design agency. We work with national and international names from our Nottingham base. Our clients represent a diverse range of products, services and industries, and operate in both the private and the public sectors.**



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

DESIGN ADVERTISING BRANDING

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