



# How we helped more people connect with Wenatex

Quantity and quality of sleep are the cornerstones of good health, which is why Wenatex – with the assistance of Australia Post – is teaching the world about the benefits of a good night's rest.

**Customer:** Wenatex

**Website:** [www.wenatex.com.au](http://www.wenatex.com.au)

**Industry:** Bedding product distribution

**Challenges:**

- Develop a cost-effective, direct-mail strategy to communicate to a large audience.
- Target residents in specific areas close to Wenatex event locations.
- Generate a high response rate to direct-mail invitations.

**Solutions:**

- Unaddressed mail and PreSort addressed mail.

**Results:**

- Approximately six million sleep seminar invitations delivered annually.
- Approximately 40 per cent of bedding product sales attributed to leads generated from unaddressed mail.
- Response rate to seminar invitations is close to 1.2 per cent, with unaddressed mail accounting for half the bookings.
- The high response justifies the cost of the service, with a direct marketing spend of around \$25 per attendee.

## Background

International sleep-technology specialist Wenatex has been spreading the word on the importance of healthy sleep since 1964. In Australia, the company conducts around 60 Healthy Sleep for a Better Life seminars per night, educating attendees about the science of sleep and selling high-end bedding products.

Australia Post delivers invitations to these events directly to the letterboxes of a cross-section of the community, targeting people close to upcoming seminar venues.

Michael Wernicke, national operations manager of Wenatex Australia, says: "We send 120,000 invitations per week, or over six million per annum, and this will rise in 2013. We do not target specific recipients, as we believe our products – mattresses, bed bases, quilts and pillows – can benefit everyone."

## The challenge

Wenatex required a direct-mail strategy that would allow the company to send considerable volumes of mail cost effectively, to support its ongoing marketing campaigns. Wenatex needed to generate a high response rate from the mailings to ensure that the marketing spend generated a high number of people attending seminars.

The direct-mail activity also had to complement the company's telemarketing practice – a communications tool less effective since the introduction of the Do Not Call register in 2007, which depleted the number of households marketers can contact.

## Wenatex case study – unaddressed and PreSort direct mail

### The solution

Wenatex chose to use Australia Post's unaddressed mail service to distribute seminar invitations. Using the Australia Post Unaddressed Mail online booking system, Wenatex can select the specific rounds or postal areas it wishes to target, depending on the location of upcoming events.

The company complements the unaddressed mail with Australia Post's PreSort service. PreSort is addressed mail, so it offers a more personalised approach when communicating with existing customers or in special circumstances.

Wenatex has tried other direct-mail distributors, but Wernicke says: "Australia Post's service produces a much greater result for us than those of some competitors that offer similar letter-drop services – primarily due to the metro and regional coverage and the fact that the letter is delivered with addressed mail, making it appear less like junk mail."

### The results

Wenatex has had extremely positive results with direct mail. In fact, the company attributes approximately 40 per cent of bedding sales to this channel. The remaining 60 per cent of sales result from a combination of telemarketing, word-of-mouth referrals and internet-generated leads.

"Our booking response rate is close to 1.2 per cent and unaddressed mail generates about half of our total attendees," says Wernicke. "We see over 8,000 guests per month, or about 100,000 guests per annum, at our seminars."

Direct mail has also proven to be a cost-effective communication medium for the company, justifying its investment in this channel. "We constantly look for new and innovative ways to reduce our marketing cost per attendee and unaddressed direct mail has proven to be a great tool," explains Wernicke. "We aim for a direct marketing cost of less than \$25 per attendee generated."

"We have run TV commercials previously to generate interest in our seminars; however, we find that the response rate versus cost does not equate.

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**This campaign was delivered using Australia Post's Unaddressed Mail and PreSort services. For more information, visit [auspost.com.au](http://auspost.com.au), call 13 11 18 or speak to your Client Sales Executive.**

This customer story is based on information provided by Wenatex and illustrates how one organisation has used Australia Post's unaddressed direct mail and PreSort services. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.