



Nourishing IDEAS
for Growing Brands™

CASE STUDY



CAREER OPPORTUNITIES IN SPECIALIZED TECHNOLOGIES

You're invited to our Open House, where you have the chance to explore PIA's facilities and programs. Bring your family and friends to see interactive demonstrations and meet current students! Program begins promptly at 10:00am and includes complimentary lunch. Reservations are requested, so please return the attached reply card or call 1-800-444-1440 to let us know you will attend.

Pittsburgh Institute of Aeronautics
Located at 5 Allegheny County Airport West, Millin PA, 15122



YES!
I will attend PIA's Open House on Saturday, November 13, 2010.

No
My schedule will not allow me to attend the Open House but I would like more information about training and career opportunities.

My friend or relative may also be interested

Name	_____	Name	_____
Address	_____	Address	_____
City	_____	City	_____
State	_____	State	_____
Zip	_____	Zip	_____
Phone	_____	Phone	_____
email	_____	email	_____

Call to make your Open House Reservation today! **1-800-444-1440**

CAMPAIGN DELIVERABLES >

Ideation • Messaging • Copywriting • Design

SITUATION >

Pittsburgh Institute of Aeronautics (PIA) had used the same direct marketing creative over the years for its Open Houses and with a new generation of management coming on board, they thought it was time for a change.

SOLUTION >

PIA hired Dog Food Design, a design and direct marketing agency for brands. Dog Food Design created a clean, simple mailer that brought a great return. One of the key creative changes was the shift from a vertical to horizontal format for the project — which did not increase the budget.

OUTCOME >

The response rate compared to last year's campaign was an overall increase of 23% with the mail quantity being a whopping 1/3 of the prior year.