

Client: Nissan Canada

Creative Agency: Kenna

Project Description

Nissan launched a promotional campaign to current Nissan owners offering a new low price for the redesigned MY 2013 Sentra and the chance to win prizes when they entered their unique PIN code on a website designed for the promotion.

Benefits

Once again, we were able to meet the client's needs using efficient production methods that included in-line imaging and finishing with verification built into the manufacturing process.

Problems & Solutions

The PIN code had to be imaged on the opposite side of the sheet as the name/address block. This required the self-mailer to be flipped in-line to achieve the personalization on the outside and the inside of the piece. Two in-line inkjet systems were used for the imaging of the PIN and then the name/address; the PIN code was imaged first and then read by a camera and used to retrieve the customer's name/address. After imaging and matching, the selfmailer was folded and clip-sealed in-line.

Production Specifications

Quantity: 52,000
 Versions: 2 Creatives
 Print: 4/4 on Supreme Cover with Soft Touch AQ & Spot UV
 Finishing: Trim, score, fold, inkjet, clip seal

Video Creative

<https://youtu.be/THIQMWKjtU>

PIN code video matched to mailing address



Video matching equipment in use