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## OUR CLIENT:

# RELIAS

Relias is an organization that helps healthcare organizations, their staff and those under their care get better. They continue to help their clients deliver better clinical and financial outcomes by reducing variation in care.

Their platform employs performance metrics and assessments to reveal specific gaps in clinical knowledge and address them with personalized, engaging learning.

## OBJECTIVE

To create a direct mail piece to deliver to various locations. The main purpose was to invite decision makers to a lunch and learn to hear what Relias had to offer for employee on-boarding solutions.

## TARGET AUDIENCE

Prospects who are 45 years old and older. This audience grew up taking metal lunch boxes to school.

## SOLUTION

A retro lunch box to intrigue and bring a sense of nostalgia to the recipient. The lid contributed to the retro look with a postcard destination style image.

Inside, Mentos mints and lenticular cards (printed images with an illusion of depth, or the ability to change or move as the image is viewed from different angles), that provided a quick visual to the ease of their employee training dashboard.



"PROMOTIONAL PARTNERS IS AN EXTENSION OF MY CREATIVE AND STRATEGY PROCESS - I OFTEN REACH OUT WITH A VAGUE IDEA OF A THEME AND A CONCRETE GOAL, AND OLIVIA AND HER TEAM TAKE MY VAGUE IDEA AND BRAINSTORM TO GENERATE GREAT IDEAS THAT WE CAN EXECUTE ON AS A TEAM."

-RELIAS

## ITEMS CHOSEN

- [Individual Wrapped Mentos](#)
- Lenticular Cards
- Custom Metal Lunch Box

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