

Four awards and counting for Rapp Collins' acclaimed Direct Mailer Pack

KUALA LUMPUR: Rapp Collins Malaysia recently clinched the highly coveted John Caples International Award for "The Sack"; an inventive direct mailer that has already won three bronzes at the Direct Marketing Association of Malaysia (DMAM) Awards 2007, and achieved finalist status at the Cannes Lions 2007.

Created for SOS Rhino, a Sabah-based NGO dedicated to the conservation of the Sumatran rhinoceros and its habitat, the product won a metal in the "Direct Mail Dimensional: Business Non-Profit/Under \$5 Each" category.



From left, Senior Art Director, Yong Lai Yin; Creative Director, Carol Roche; Associate Creative Director, Fazlee Sabbaruddin

Key team members involved in the creation of "The Sack" were Creative Director Carol Roche, Associate Creative Director, Fazlee Sabbaruddin, Art Director Yong Lai Yin, Strategic Planner, Siaw Mei Li, and Production Supervisor Paul Ting.

An internationally recognized symbol of direct marketing excellence, the annual New York-based Caples awards go to individuals making up the teams that have created the most brilliant advertising solutions to solve real-time marketing challenges.

"The Sack" comprises of a rough gunnysack containing a rope that could be shaped into either a noose or a lasso, and was sent out to members of the press as well as potential donors. It was designed to symbolize the power people have in their hands to either help the endangered Sumatran Rhino by pulling it to safety, or let it go extinct through their own apathy.

"We decided not to make a glossy marketing pack, but to create something impactful, massively in-your-face, and impossible to ignore or to toss aside," explained Rapp Collins Malaysia's Associate Creative Director Fazlee Sabbaruddin.

"The pack presented a do-or-die situation to the audience, helping them realize that public apathy equals a death sentence and eventual extinction for the Sumatran Rhinos. The shocking sight of a gunny sack on one's table to the coarse feel of an authentic jute rope all boiled down to forcing the recipient to take notice and to confront the issue presented," he added.

Group Managing Director of Rapp Collins Malaysia, Rosie Hong said, "The winning entry is proof that creative and strategic thinking are crucial ingredients in the formulation of direct marketing initiatives capable of producing stellar results."

"We are exceptionally proud to have been given this award, as it symbolizes Rapp Collins' strong commitment towards delivering creative solutions that work," she added.