

# Philter Communications Wins at NAMMU Awards

Philter Communications wins at the 2008 NAMMU Awards for its direct mail piece “The Wallet,” created for Canadian Tire Financial Services and Canadian Tire Gas+.

Philter Communications was recognized by the 2008 NAMMU Awards in the category of Addressed Admail Business to Consumer. The award-winning piece resulted in a redemption rate of 14.2% from the group of credit card holders who used the card to buy gas, but had never shopped at Canadian Tire Gas+.



Philter was tasked with creating a targeted piece aimed at non Canadian Tire Petroleum (CTP) customers with a value added offer with the hope that they would try shopping at CTP and continue to shop at CTP after they redeemed the initial offer.

Philter created a die-cut self-mailer with a removable “Options MasterCard” coupon that recipients could redeem for five dollars off of a gas purchase at a Canadian Tire Gas+, as long as they used their Options MasterCard card for the purchase.

As the focus of Canadian Tire Corporation moves to inter-related business, this was an ideal way to allow Canadian Tire Financial Services’ list to benefit Canadian Tire Petroleum, and allow new CTP shoppers to then benefit CTFS with greater card usage. The ultimate goal was, however, acquisition, in getting non-CTP and non-gas shoppers to shop Canadian Tire Gas+. With an average response rate of 13.3% across all recipients, we considered this piece to be a true success.

## About Philter

Philter Communications Inc. was founded in 2002 by Janine Flaccavento and Scott Reid. With backgrounds in publishing, advertising, and marketing, the partners started the company as a way of getting closer to clients. After years of enduring traditional agency life, they decided to create a company that is about getting everyone involved in the creative process. Philter is now a team of ten award-winning designers, writers, developers and strategic staff who work collaboratively, sharing experiences, anecdotes and knowledge to make every new project better than the last.

## Philter Contact

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