

**Client**

Henderson Insurance Brokers Ltd

**Discipline**

Creative

**Description**

Insurance client Henderson had identified the print and packaging industry as an opportunity for developing new business and asked Manifest to look at the best way to target them.

**Execution**

Manifest developed ideas specific for the target market and that would be both familiar and effective. The creative was bold and straight and the application – a ‘pop-out’ box was there so the potential clients would remember receiving the mailer when the follow up call arrives.

**Deliverables**

Brand Control  
Graphic Design  
Direct Mail

**Project**

Pop-Up Mailer



**Work.**

