

## Case Studies

### Pick and Pack – Movember



#### Background

The Movember Foundation raises awareness for men's health issues by encouraging men to grow a moustache for the month of November and along the way raise funds for the Prostate Cancer Foundation Australia and Beyond Blue.

#### Requirement

Movember approached Melbourne Mail Management to assist it in outsourcing its many direct mail needs that were required throughout their much publicised campaign.

It had a requirement for the fulfilment of its many party packs in the lead up to the launch of the campaign and the handling and issuing of reward card sign ups and merchandise packing and distribution both domestically and internationally.

#### Solution

Melbourne Mail Management sat down with the Movember foundation and mapped out the many campaigns and specifications that would be needed in the months before and after the month of November.

Both organisations worked closely throughout the campaign to ensure the best possible outcome was achieved in the most cost effective manner.

A number of postage entitlements were realised in addition to Melbourne Mail Management's ability's to adapt to the many additional requests that were received.