



POST SEED®

Let customer loyalty grow

... how? Read more about the promotional campaign by the Nordhessischer VerkehrsVerbund

ADVERTISING NATURALLY

With the 'Easter nest to go'

post seed® – whether as a label, tag or card – is the ideal advertising medium for any brand or campaign, and adds growing value for companies and their customers in the form of flowers, herbs, grasses and vegetables.

The Nordhessischer VerkehrsVerbund shared this view when they launched their 'Easter nest to go' promotion for Easter 2014. With the slogan "we're sowing seeds of thanks", the NVV handed out post seed® cards with Easter greetings to RegioTram passengers. In the 'Easter nest to go', the customers found a seed tape with cress seeds, brief planting instructions and a letter from the NVV.

The aim of the promotion was to apologize to passengers for delays and to thank them for their patience. The Kassel-based agency Zentral-Kommunikation came up with the concept and design of the Easter promotion. "We wanted to use a means of advertising that would be seen by passengers at the right time without wastage. post seed® attracts attention due to its unusual design, and makes a lasting impression on the target group thanks to the cress," explains Bernhard Weiß, CEO of Zentral-Kommunikation. "This is precisely why we developed post seed®. We



Cress can also be easily made into a post seed® tag.

wanted to create an information medium with additional benefits, one which can be adapted individually to any brand or campaign," says Frank Jäger, CEO at Faubel.

The 'Easter nest to go' is taken home by passengers, where the integrated seed tape can be easily removed from the card and planted. After just 1-2 weeks, the cress has grown enough to be eaten. "During this period, the customer forms a positive view of the Nordhessischer VerkehrsVerbund and a 'green' corporate image is established. These are two important components in successful dialogue marketing, and the 'Easter nest to go' has brought a smile to people's faces, both among passengers and at the NVV", says Bernhard Weiß, summarizing the post seed® campaign.

Would you also like to see your customer loyalty grow?

Then we look forward to receiving your inquiry.

You can find more ideas at www.postseed.de.

You can view the entire Faubel Creative Solutions portfolio at www.faubel.de.



We also offer many other types of seed, such as basil, forget-me-not, chives and carrot.