



BUSINESS CHALLENGE & OBJECTIVE

Kelly Services wanted to re-connect with past customers and solidify themselves as a thought leader within the staffing industry. The main objective of this campaign was to nurture touchpoints and demonstrate Kelly Services' unique ability to find extraordinary employees commonly known as "Purple Squirrels."



THE CREATIVE SOLUTION

VLG paired a dimensional mail piece with a trackable landing page, resulting in a **30% conversion rate**. From idea to execution this eye-catching experience leveraged social posts, email marketing templates, and delivered a **6:1 return on investment**.