

who gives a crap



Bronze Winner for Best Use of Unaddressed Print

Whistl [Doordrop Media](#) won bronze at the Direct Marketing Association Awards 2021 for best use of the unaddressed print category.

The award was for its client '[Who Gives a Crap](#)' (WGAC). The strategy of the campaign was to present a quality brand, delivering an environmentally friendly product, humorously to drive sales and increase awareness.

WGAC choose Doordrop Media as a media channel to deliver their message and to grab the attention of householders. 4 different standout postcards were delivered to 200,000 targeted households.

The branding, visual, stock quality and humorous messaging ensured the householder could clearly understand the message and action. The content was eye-catching and printed on high-quality recycled paper stock, with a simple call to action to their website to order, including a strong offer via the discount code. **The campaign led to a 140% uplift in sales versus their target.**



We are delighted with the bronze award, highlighting the effectiveness of the printed medium in building a brand and delivering sales. Who Gives a Crap, is a great example of using humour to build a profile for the brand, whilst also raising much-needed funds to tackle the issue of poor sanitation around the world.



Mark Davies Managing Director of Whistl (Doordrop Media)

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