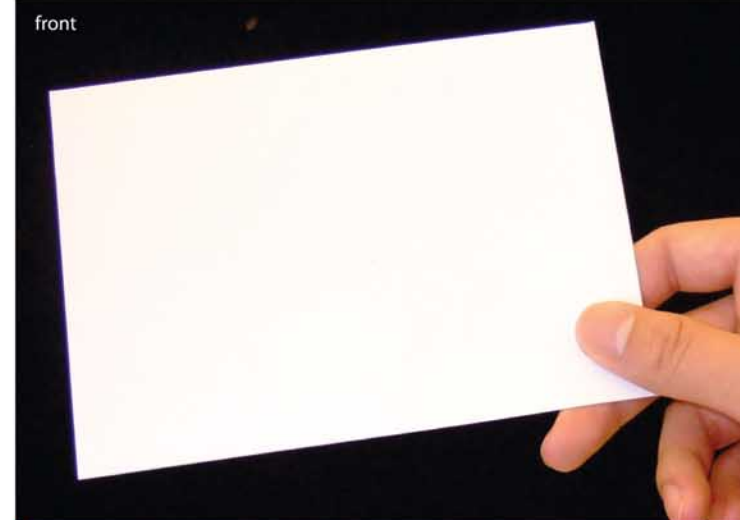


# Mint Gay Party Invitation

## Directmail



The Shanghai night club Mint wanted to promote its weekly gay night.

Brief >>

Mint wanted to hold an exclusive party for its gay night clientele. The objective was to create an invitation that would be as stimulating as the party, making the recipients feel like they were the 'in the know' crowd of the Shanghai community.

Solution >>

The invitation took the form of an envelope. The front was left blank, with the details of the recipient printed on the backside over the opening of the envelope. Once opened, the copy hints at the exclusivity of the party.

Results >>

A total of 590 invites were sent out, with 510 recipients arriving at the venue on the night. It helped Mint build a reputation as having the gay night people want to be seen in.