

**Best Postcard-Style Campaign**  
**Silver B2B**  
**Dell – Plant a Tree**

Brand/Client Side Team:  
Liz Brown Bullock, Kendra Williams, Shawn McCallum

Vendors/Agencies:  
T3, Enfatico

**MarketingSherpa Summary – Why They Won:**

Postcard-style emails are often used for effectively communicating simple messages, and this was no exception. The execution was clean and consistent, rewarding customers for doing the right thing, while evoking a bond between an individual and the brand.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

**From Their Nomination Form:**

Dell's goal was to make it easy to help protect the Earth's climate by offering anyone in the U.S. and Europe the opportunity to offset the CO2 emissions related to the use of an extended selection of IT products.

This e-mail was triggered to all who agreed to make a donation to Dell's "Plant a Tree" program when they purchased their Dell computer in April 2008.



## THANKS FOR YOUR CONTRIBUTION

Thank you for choosing to participate in "Plant a Tree for Me," a joint effort by Dell, The Conservation Fund and Carbonfund.org. As promised, Dell is matching 100% of customers' contributions during April in celebration of Earth Day.

**LEARN MORE**

Now that you've started the ball rolling, join the ReGeneration — a global movement committed to sustaining the world's natural environment. Join the conversation and make a difference.

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