

New Zealand Post Agreement with China

Following on from our article in the E-news edition on 28 October regarding our new partnership with China Post, we were very pleased with the high level of responses we received. As such, this article will expand further on our range of capabilities for all those educational institutions that are looking to target or grow their profile in the Chinese education market.

Firstly, we can provide you with highly targeted mailing lists of existing students and their parents at China's universities, schools and English language schools. We have access to China Post's extensive data files, so you have the ability to select your target audience based on various demographics including income, occupation, industry and business size.

Secondly, our strong business relationship with China Post enables us to offer you a cost effective Direct Mail solution, at a reduced rate per item, so you can effectively reach your target audience. Furthermore, we can utilise multiple media options, whether we partner the mail piece with mobile or email, for an integrated approach.

The design and fulfilment of the campaign will be managed by New Zealand Post on your behalf. The direct mail piece can be produced in China through China Post, so you can be assured that your campaign is tailor-made to the local market. As part of our end to end solution, we can subsequently help you to manage your responses with follow-up information on your institution and the courses on offer.

If you are looking to promote your educational institution in the Chinese education market, we would be very keen to hear about what you are aiming to achieve and how we can help you. Please contact Alastair Floyd on 04 496 4469 or at alastair.floyd@nzpost.co.nz if you wish to find out more and/or initiate your campaign.