

GOAL: To implement an informative & promotional insert among the business traveler target.

Dear Business Traveler,

Now that we've completed your travel documents, if you feel satisfied with our delivery, we'd like to ask you to forward this card to your office travel planner so that we may offer them the same care and quality service as we did you.

Happy Travels!

Sincerely,

SPS
Swift Passport Services
Your business travel partner.

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Multi-purpose insert card that served as a “slip in” to the passport, offered promo to multi-user with removable magnet of pertinent info.

