

Jun-Jul 2012 second runner up Australia Post - Postcards App

Client: Australia Post
Creative Agency: Amnesia

Industry: Travel

Campaign overview

<http://judgeshavefeelingstoo.com/iab/australia-post-postcards-app/>

Campaign Information

Australia Post needed an app that would bring an offline service online as well connected the brand in a meaningful way. With that in mind, Amnesia created Postcards.

Postcards is an app that allows people to take a photo, make it into a postcard and arrange to send it via their iPhone. The recipient is delivered a bespoke and beautiful hard-copy of the postcard in the mail several days later. The app is the first of its kind launched by a postal service.

Before Postcards officially launched in October 2012, with no media spend or support, the app generated 3,600 downloads in three weeks as well as rating 4.5 on the Australian iTunes app store.

Judge's Comment

I'm a big fan of digital work that translates to physical products. Neat idea for Aussie Post.

