



IRELAND
An Post



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Nationwide COVID-19 Mailing

An Post delivered paid postcards for every home in Ireland, encouraging people to stay in contact while in isolation, along with a COVID-19 informational and educative booklet.

ACTION

An Post assisted the Health Services Executive (HSE) of Ireland by fulfilling an urgent mailing requirement regarding COVID-19, free of charge. This allowed their health service to reach every home in the country. To do this, the company had to facilitate a high volume of mail throughout their network (1.6 million booklets and 3.2 million postcards) at short notice.

An Post also put forward the 'Come Together. Write Now' campaign which developed a mail sending postcards initiatives and sent postcards to every home in the country, as well as all nursing homes, prisons and disability centres. They were used across the nation to allow people to connect with their loved ones during isolation in a tangible way. These postcards were delivered alongside the COVID-19 informational booklet and thus had to be printed and distributed in a very short amount of time.

3.2 million postcards were distributed to homes across Ireland and one million were given to the post office network to allow customers to take home free of charge.

RESULTS AND IMPACT

An Post enabled HSE to deliver an informational COVID-19 booklet to every home in the country for free, informing the nation on all best practices and preventative measures regarding COVID-19.

The 'Come Together. Write Now' campaign generated a huge response and praise for the initiative, enabling people to connect at a difficult time.

