



Blank on front

**THIS POSTCARD IS YOUR CANVAS**  
**TAKE CONTROL**

**Instructions**

1. Turn this card over.
2. Let it all out! Paint, collage, draw, write (whatever!) that aspect of your life over which you want to take control.
3. Be honest.
4. Be anonymous.
5. Send it back to us (remember the stamp!).

Selected postcards will become part of the **'Note to Herself'** exhibition\* to celebrate International Women's Day 2007 at Queen Victoria Women's Centre.

**Victorian women:** Over what part of your life do you want to take control? Your heart? Your health? Your sock drawer? Express it honestly. Share it anonymously. Help others secretly struggling with the same things.

**Exhibition Viewing**  
Note to Herself Gallery  
18-22 Artemis Lane,  
QV Melbourne  
19 February-9 March 2007  
Free and open to the public  
To view examples, visit:  
[www.qvwc.org.au](http://www.qvwc.org.au)

\*This is a growing exhibition. Cards will be accepted for inclusion until 9 March 2007.

City of Melbourne has committed over \$7 million to the Arts in 2007. Special thanks to Avant Card for supporting 'Note to Herself'.

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NOTE TO HERSELF  
CAMPAIGN  
PLEASE  
AFFIX  
STAMP  
HERE

WOMEN'S ENTREPRENEUR  
2007  
WINNER

WIRE

Return to:  
Queen Victoria Women's Centre  
Level 1, 210 Lonsdale Street  
Melbourne VIC 3000

## QVWC NOTE TO HERSELF

### Case study

April 2007

The Note to Herself campaign was an interactive project that encouraged women to anonymously express their issues and feelings through postcard-sized art submissions, which were then exhibited alongside other contributed works. Avant Card was able to act not only as the perfect medium for advertising the project, but also provided the 'blank canvas' for the artworks themselves. The convenience of using the cards to supply the artwork, along with the accessibility of the cards through our distribution points, lead to a very successful response to the campaign.



[www.avantcard.com.au](http://www.avantcard.com.au)

# THIS POSTCARD IS YOUR CANVAS

TAKE CONTROL

**Client name:**

Queen Victoria Women's Centre

**Campaign name:**

Note to Herself – Community Art Project

**Project outline**

The project aimed to empower women by providing them with a creative space to express themselves and share in the secrets of other women through the exhibition of their postcard-sized, anonymous artworks.

Implemented by Queen Victoria Women's Centre (QVWC), Melbourne, and supported by City of Melbourne, Community Cultural Development Arts Grant Program, Note to Herself offered women an opportunity to express their secret desires, thoughts and wants in an accessible, artistic form.

**Campaign objective:**

'Note to Herself' invited women to participate in a unique public art project, based around anonymous, postcard-sized artworks. The project encouraged women to 'take control' through creative, anonymous expression of those areas in their lives over which they would like to gain better control.

The project aimed to create an 'open' atmosphere, in which any woman might feel comfortable anonymously contributing her ideas to the exhibition, in the form of a postcard-sized artwork. The instructions for contribution provided on the postcard emphasised this saying: 'Let it all out! Paint, collage, draw, write (whatever!) that aspect of your life over which you want to take control'.

**Campaign strategy:**

The postcard campaign strategy was multi-faceted and involved wide distribution of postcards via Avant Card, a targeted media campaign run by Trumpet PR & Marketing, and use of QVWC's women's networks.

Postcards, blank on one side, were distributed through Avant Card at select venues throughout Melbourne, including cafes, galleries, cinemas and libraries. The alternate side of the postcards provided succinct information about the art project, along with step-by-step instructions for how to participate.

**Target audience:**

Note to Herself targeted women, particularly those based in Melbourne.

### Card description:

A colourfully-formatted back featured details on the exhibition and how to use the card, while the front remained totally blank: a canvas to be used in any way the artist wished.

### Print and distribution details:

20,750 cards printed and 17,250 distributed in cafes, cinemas and bars throughout Melbourne.

### Campaign results:

The average monthly number of unique visitors to the QWVC website is 1,100. This more than doubled to 2,539 hits during the one month of the Note to Herself project. The Note to Herself online gallery has become the most viewed webpage on the website. 1,000 women visited the exhibition over a three-week period and thousands of women viewed the online gallery.

QWVC received over 1,000 cards for inclusion in the exhibition. The uptake of postcards within the community was much greater than this. For example 3,500 postcards were distributed from the QWVC office alone, based on direct requests from women in the community. QWVC believe that many more women may have participated, but have chosen not to exhibit their postcards.

### Other media types used for the campaign:

- Listings in multiple editions of The Age and the Herald-Sun 'Must Do' and 'What's On' columns, including Good Weekend magazine and the Herald-Sun Sunday Magazine
- A ¾ page colour article in The Age, Metro section
- A 2-page, full colour spread in the Saturday Herald-Sun, including a spot on the front-page masthead teaser
- A full page Mx article
- A ½ page article in the Herald-Sun Arts section
- Front page coverage on The Melbourne Leader
- A ¼ column in the March 2007 edition of Cosmopolitan magazine
- Listings in Beat Magazine
- Radio coverage
- Distribution of flyers
- Distribution of information via various e-newsletters and websites, including the international Cool Hunting website

### Client comments:

*'Anyone who drinks coffee in Melbourne – and that's just about everyone – is familiar with the Avant Card displays. So, when we decided to undertake a community art project based around postcards, Avant Card was a natural selection.'*

*'Avant Card was extremely supportive of Note to Herself. Their support of the exhibition through sponsorship of card distribution and a print run of 10,000 'extra' postcards allowed us to distribute 10 times more cards than we would have been able to, had we printed and distributed them in-house. It was truly a value-adding service.'*

*'The response to Note to Herself was incredible. One thousand women visited the exhibition over a three-week period and thousands of women viewed our online gallery. Although the project finished two weeks ago, we are still receiving postcards and phone calls about the project. No one wants it to end!'*

*'Note to Herself was an amazing project to be involved in. It really connected with something deep inside so many women, and I think they really appreciated the opportunity to share those things that they so often keep bottled up inside their hearts.'*

*'Just knowing that 20,000 postcards were floating around Melbourne with our logo on them meant our organisation was getting excellent exposure.'*

### Quotes from Note to Herself exhibition visitors

*'I am leaving here with a blank postcard in my hand, a lump in my throat and inspiration in my mind. Thank you.'*

*'What a great way for women to express themselves – the postcards look great!'*

*'It lifts my heart to have been part of something so truthful and beautiful. What a gift that you have given us: voices.'*

### Client representative name and position:

Sara Bice, Program Manager, Queen Victoria Women's Centre



**Effective Accountable Media**

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