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Direct choice



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A collaboration between Travelex Worldwide Money and Fastcheck Arrival Guides, this is direct mail meets the Swiss Army Knife. Appropriately credit card-sized, the mailout is a US mini-guide featuring a collection of helpful travel bits and bobs.

More often than not, pieces of this ilk are too small to contain information of any real value. On this occasion, though – thanks to some slick paper engineering – iKyp has managed to pack in quite a lot, highlighting key information on top US city destinations such as New York, Los Angeles, Washington DC and San Francisco.

Understandably, it would be a tall order to cover any more information in this little format. And though some of the finishing is a bit ropey, the cleverness lies in the wafer-thin currency-converting calculator. Slotted in among a list of must-see sites is a city guide and a couple of 'local-lingo' translation wheels (wasted, I feel, on a US English version, but could prove useful in other languages), which add true value to this interactive piece. After all, we're talking about promoting the Travelex brand, and I suspect most US-bound travellers would probably hang on to it for the currency converter alone – which is a good thing considering the fact that converting currency is what Travelex does best.

