



if may be
direct



Direct mail allows you to

target a specific market

better than any other advertising medium. You decide who gets your message, when they get it and how they get it.

34%
of people

*said direct mail contributes
the most to establishing
a relationship.*

**95%
of people**

said direct mail is the most effective at building customer relationships because it is familiar, convenient, interactive, universal, private and personalized.


A direct mail piece can be as simple as a postcard or as elaborate as a catalog or gift package. Direct mail is more likely to



**elicit an
immediate
response**

than television, radio or print
publication advertising.

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Direct mail is a
terrific medium to

build customer relationships,

develop trust and create action. The advantage of direct mail lies in its ability to target a specific consumer group, concentrating your budget on those people most likely to purchase your product or service.

57%
of people

*said now more than ever,
consumers value organizations that
make an effort to communicate
and build relationships with
them through the mail.*

The survey also
discovered that
direct mail can

**inspire
action,**

have a purpose
and contribute to a
positive perception of
your company.

So, how do you get
more response from your
next direct mail piece?

be clear &
direct...

Remember,

direct mail materials should
include all of the information a
potential customer needs to
understand your business.





1

Make one feature dominate

When you emphasize everything, you emphasize nothing.

Emphasize benefits, not features

Benefits are how your products or services improve your customer's life.

2

3

Pique their interest and desire

Short, simple sentences and relevant illustrations hold their interest.

Incorporate a clear, visible call-to-action

You may want to include an expiration date on the offer; professional mailers get more response when an "act-by" date is included.

4

BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO. 3681

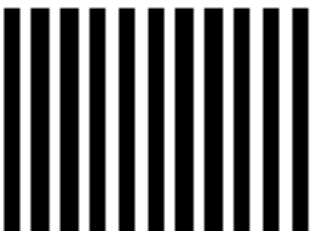
CLEVELAND OH

POSTAGE WILL BE PAID BY ADDRESSEE

ACADEMY GRAPHIC COMMUNICATION
1000 BROOKPARK ROAD
CLEVELAND OH 44109-9918



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Please fill out the reply card below or email us at agc@agcinc.org

Yes, I would like to discuss **no-obligation speculative design ideas** for my next direct mail campaign. Please send me my **FREE Direct Mail Success Kit**.

Yes, I would also like to know how AGC can create or improve the design of my:

- Corporate Identity/Logo Annual Reports
- Company Brochures Newsletters
- Web Page Design Direct Mail
- Product Catalogs Posters
- Magazine Ads Fulfillment

Please have an Account Executive contact me.



name _____

title _____

company _____

address _____

city _____

state, zip _____

phone, fax _____

e-mail _____



visitagc.com

and learn more about how we can design, print and mail your next marketing project. Go to www.visitagc.com, call 216.661.2550 or mail back the attached reply card.

Act NOW for FREE speculative design ideas and your own Direct Mail Success Kit.

Reply card must be received within 30 days.



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THE CREATIVE ADVANTAGE

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