

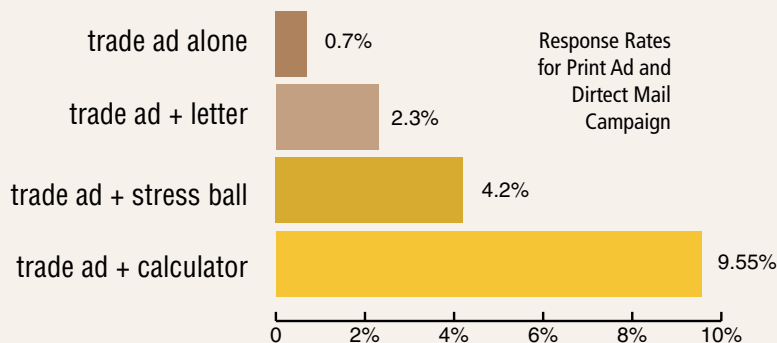
Improve response rates to advertising campaigns with promotional product mailings.

Promotional product mailings can dramatically improve response rates for campaigns involving other media, such as print advertising, outdoor, Web, and broadcast media.

THE PROOF

In a 1996, Dallas Marketing Group conducted this study with a total of 82,305 trade magazine subscribers. They were randomly assigned to one of four groups which received the following:

- trade ad only75,305 recipients524 responses . .0.70% resp.
- trade ad plus letter 3,000 recipients69 responses . . 2.30% resp.
- trade ad plus stress ball . . 2,000 recipients (\$2 perceived value) . .86 responses . . 4.20% resp.
- trade ad plus calculator . . 2,000 recipients (\$7 perceived value) . .191 responses . .9.55% resp.



Notes:

- A total of 866 responses were recorded.
- The calculator cost was actually 1/3 the stress ball.
- Of those respondents who were exposed to both the trade ad and some form of direct mail, two-thirds identified the direct mail piece as having prompted their response.
- The study was for a national tile distributor who was integrating direct mail into an existing advertising campaign.

Drive Sportswear and Promotions

... the driving force in the promotional products industry.

To learn more about how you can maximize your return on investment, please contact Ryan or Len at 403-517-0020 today.

