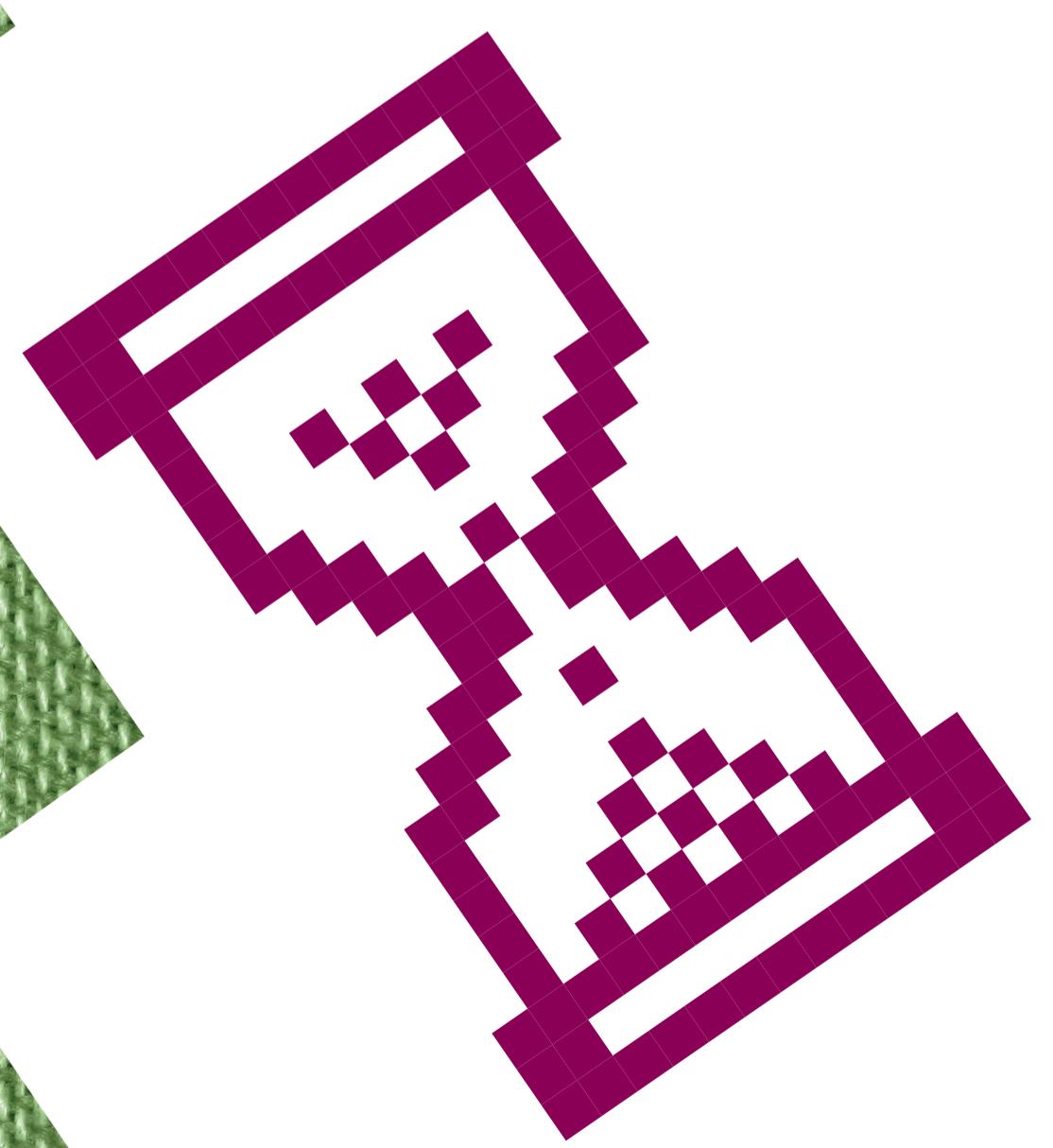


BETTER FIND A PRINTER!

KIDS THESE DAYS

DON'T WAIT



# KIDS THESE DAYS LIKE THE PAPER

We tried coaxing them with personalized internet ads using cookies. We tried emailing them. In the world of advertising, kids these days are just too tech savvy to be intrigued by digital gimmicks. Many have ad block programs installed and they aren't too good at checking their email. At least **42% of millennials** prefer direct mail political ads over online ads, with 38% favoring both equally. With lots of disposable income it's your job to not overlook millennials on the map of direct advertising.<sup>1</sup>

## MOST PEOPLE NOTICE AND ACT ON IT.

70% are curious to find out what is in their mailbox. The purchase rate in response to direct mail is at **3.7%**. This may not sound like a lot but compared to 0.2% mobile, 0.1% social media, and 0.2% internet display the smart medium of advertisement is obvious. When it comes to results, print trumps pixels.<sup>2</sup>



PRINTING

PRINTING  
SERVICES

VARIABLE  
DATA

Instead of printing 2500 static pieces, each piece is personalized using demographic and purchase/inquiry history. **IMAGES** The visual component of your direct mail sets the mood and draws the recipient into your message. Getting the images that will appeal most to each person to tailor the offer to their needs is very powerful. The right offer will get the response, the wrong one will not. **OFFER** Using the data you have about each person to tailor the offer to the recipient. It uses the copy is the obvious personalization, too much copy is a problem and they will not read it.

**COPY** The copy is another information from your data. Use the copy wisely to draw interest. Even though they like personalization, too much copy is a problem and they will not read it.

CRM

stands for customer relationship management database. This includes demographic and purchase information you maintain for clients.

Personalizing marketing messages individually based on the information in your CRM. How? First, send young families information about theme parks and usephotos of families with small children. Perhaps send newlyweds and recent retirees scenic images of beaches and inclusive resorts. It works with any industry and product.

# YOU LIKE THE PAPER



# INDIGO DIGITAL PRESS

Here at Lawton, we are proud to unleash the magical powers of our Indigo Digital Press. What's an Indigo Digital Press? Don't worry about it. It just means that it prints every size up to 29" 30" (the size of this paper you're holding) and color corrects like a badass. We're proud of the new addition to our family, that's all.

