

# Akamai + Netmagic

DIRECT MAILER IDEAS (FINANCIAL  
INSTITUTIONS)

WESTREY

**RAPP**



A **postcard** with a beautiful **picture** of Westrey;

**“THE WORLD’S SHORTEST FLIGHT TAKES 2 MINUTES TO GO FROM WESTREY TO PAPA WESTREY.**

**YOUR BUSINESS CAN REACH OVER 70 COUNTRIES IN JUST FEW SECONDS.**

To find out how, visit [www.70countries.com](http://www.70countries.com) “

**RAPP**



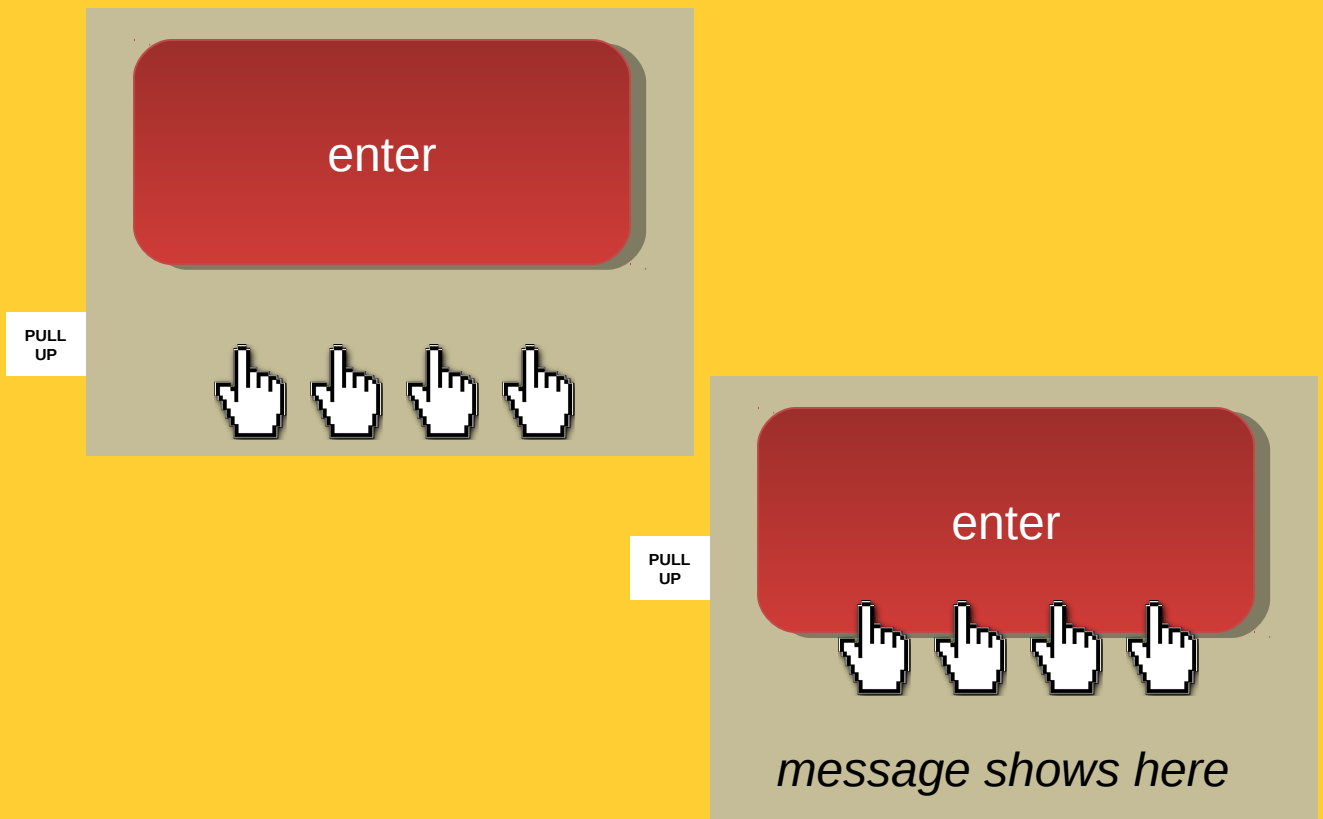
[WWW.70COUNTRIES.COM](http://WWW.70COUNTRIES.COM)

The website will introduce the visitor to the speed and performance of Netmagic Services when clubbed with Akamai's solutions.

It will highlight Akamai's network of 70 countries and over 48000 servers which when managed with Netmagic's Managed IT Hosting Services, not only ensures excellent performance but rewards the business with faster growth.

**RAPP**

CLICKS



A teaser **postcard** that has a pull-up flap which places all hand-icons over the enter button. It reveals the following message :

**“CAN YOU MAKE YOUR BUSINESS CLICK?”**

To find out, please visit  
**[www.yourbusinessclicks.com](http://www.yourbusinessclicks.com)**“

**RAPP**

[www.yourbusinessclicks.com](http://www.yourbusinessclicks.com)



On the website, the visitor will be challenged to show the number of times he/she can click on a button in 5 seconds.

“You can click 20 times in 5 seconds.

Your **customer-clicks** are likely to be **over 1000 times every second**.

Presenting high performance IT solutions from Netmagic in association with Akamai.”

The website messaging/concept will establish how the various features of Netmagic when clubbed with Akamai can boost the performance of any business.

THANK YOU.