

# PRESS RELEASE

**For RELEASE: Immediate**

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**POSTLINX**  
CONNECTED TO CUSTOMERS

**SMART**  
DM  
It can be done.

## Relevant Self-Promotion program a Success

Toronto, May 19<sup>th</sup>, 2009 – a successful response rate (6.47%) was developed from a self-promotion mailing for the three brands under the Cover-All banner by using skills and expertise from across the enterprise. Cover-All, PostLinx and SMART DM initiated a lead generation program utilizing many of our internal skills. The concept was a draw in the form of an interactive on-line poker game where each record was randomly “dealt” a unique poker hand, but shown only two cards – to view the other five cards the recipient had to go on-line to play where they asked qualifying questions and we captured information about their needs.

The program consisted of:

1. Initial mailing
  - Custom double window envelope
  - Variable letter
  - Full colour variable brochure, die-cut and specialty glued for interactivity
  - Brochures for three market segments, selectively pulled by recipient category
2. Drive to web – response/game interaction
  - Welcome screen
  - PIN / Surname entry (used as verification) or could be PURL
  - Contact Information verification/capture
3. Response/Information capture (qualification) on line
  - Interactive “play”
  - Capture additional qualification information
  - Final hand display
  - Participant ranking in game
  - Dashboard display
4. Immediate e-mail touch-point (upon completion of on-line component)
  - Recipient receives e-mail with hyper-link back to dashboard for ranking, response, etc
5. Follow-up mailing
  - All respondents sent follow-up mail piece with same creative concept
  - This indicates “all participants are winners”
  - A rep will be in touch to get you your prize
6. Lead review – using qualifications captured on-line
  - Internal review of information generated from on-line information gathering
7. Personal follow-up/introduction (rep)
  - Rep calls and secures face to face meeting to drop off premium

**Information:**

Universe: 3,573  
Response: 231  
Response Rate: 6.47%

Here's a breakdown of the process:

- Creative concept initiated by TCP Integrated
- Lead Generation: drive clients & prospects to web using game play mail piece that mimicked on-line poker
- We (Cover-All, PostLinx and SMART DM) then took their idea and added to it (its what we do), creating a more relevant package by suggesting the use of:
  - varying cards (our data guys actually "shuffled" a deck and created varying random hands for every player)
  - variable client contact images (like varying financial advisors at an Fund Company)
  - variable logos across our three document services divisions
  - matching this brochure to a personalized letter using OCR technology
- self-mailer concept and creation – Horner facility
- data - Clegg facility
- image prep and touch-up – Clegg facility
- letter prep, data and variables – Birchmount facility
- selective brochure prep - Clegg facility
- imaging - Clegg facility
- letter folding – Horner facility
- brochure folder-scoring and folding – Horner facility
- variable brochure specialty finishing - permanent glue application and mailer creation - Horner facility
- matching & selective insertion - Horner facility
- web site creation - Clegg facility
- web site automation – Clegg facility
- account management - Clegg & Horner facilities

By using resources across the entire enterprise Cover-All accomplished a complex campaign that few other organizations would have the expertise to see through.

