

Could we be more direct?



GET RIGHT TO THE POINT (OF PURCHASE).

As any experienced sales professional will tell you, unless it's low-fat, tax-free, chocolate-covered gold you're selling, you've got your work cut out for you — a shower-and-shave, put-on-your-good-suit challenge characterized by relentless knocking, endless waiting, and some of the worst "he/she-will-be-with-you-soon" reading in the history of the world. The only verifiably good thing ever derived from an all-out sales campaign — besides the sales, of course — were antacids. That's because cold calls are never a hot idea. Unqualified leads lead nowhere. And the only free lunch is the one that's on *you*. Sales may be a four letter word, alright. But there's hope.

Hope courtesy of the U.S. Postal Service. FedEx. Airborne. UPS. And all of the other professional courier services capable of delivering any sales pitch in any form to any prospect at any time. We call it *direct marketing* — but street-weary sales reps will tell you, it's really more of a time-saving, money-saving, energy-saving miracle. Their bosses all agree — provided it's done *well*.

Long ago and far away,

a young peddler named Earl asked himself this incisive question: "Why am I schlepping these plows around when I can send out some drawings and hit the saloon." Inspired by the prospects of such genius, he got himself an artist, had some broadsides printed, and packed them all off with some guy on a pony — *express*. Sure enough, the orders came in. And Earl's reputation as a "forward-thinking young man who goes straight to the buyer" led other sales folks to hail him as — yup, here it comes — the first *direct male*. Of course, times being what they were at the time, the episode was quickly mislabeled the first *direct mail* — but no matter. It worked for Earl. It works for us. And it'll work for you.

The Four Commandments of Direct Marketing

There's method to the madness of a truly creative direct marketing campaign, and Martino & Binzer follows the rules religiously.

- First, we *target*, learning who you need to reach — and where they can be reached. It's not just building a mailing list. It's building the *right* mailing list.
- Next, we *scrutinize, strategize, maximize, and capitalize*, keeping our "ize" on the market, the goal, the budget, and the many, many options capable of satisfying them all — because efficiency counts.
- Third, we flex both hemispheres of our creative brains to ensure that what we send, sends not only the message, but the prospect — directly to the client's door, store, web site, wherever. Cool counts. But it doesn't necessarily sell. *Smart creativity* accomplishes *both*.
- Finally, we *measure*, keeping close track of returns. It's the only way we know of to quantify results — and a great way to show just how completely we measure up.

A successful direct marketing program is more than a single mass mailing and a long, silent wait for the phone to ring or an email to arrive. An objective, strategy and process need to be agreed upon, crafted, and set into motion. It could include multiple mailings, each with a unique message that work together to tell an entire story. Or a single, highly targeted “door opener” to a select group of top executives. Either way, this “campaign” could most likely require one or more of the following elements to help close the loop:

- A “valuable” call-to-action that motivates a response
- A dedicated toll-free phone line or extension
- A campaign-specific microsite or email address
- Lead logging, assignment, and tracking
- Timely sales follow up



So whether it's a simple 5" x 7" postcard delivered to thousands through the mail, something wild and wonderful packed in dry ice and delivered by special courier, or the first thing to arrive on the desktop — virtual or mahogany — some Tuesday morning, you can be sure of one thing: your company *will be* remembered. There certainly isn't room for excuses. Either the client succeeds, or we fail. And we don't fail.

PARTIAL CLIENT HISTORY

Afni Insurance Services

American Saw

AMS Services Inc.

Arbella Insurance

CIGNA

Danaher Tool Group

Daniel Woodhead Company

Executive Risk Insurance

GATX Ventures

G.E. Supply

Hubbell, Inc.

Loctite Corporation

Lucent Technologies

Masonic Health System

MassMutual Insurance Company

Nufern

OCI Chemical Corporation

PrimeSource

Reebok International

Retirement Living Services

Rhône-Poulenc

Security Connecticut Life

Smith & Wesson

Spalding Sports Worldwide

Stauffer Chemical

Veeder-Root

Waring Products

UCONN Law School

Union Carbide

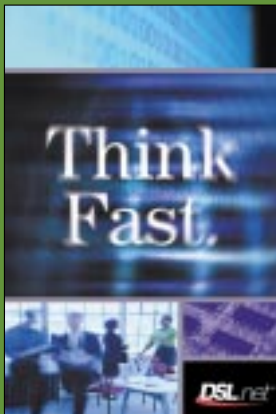
WHETHER YOU'VE GOT SOMETHING SPECIAL IN MIND OR ARE JUST BROWSING, CALL DAVE OR GAVIN AT 860-678-4300, OR VISIT WWW.GOODBAIT.COM.

FLAT, BUT NOT FLAT.

Traditional direct mail is usually flat — postcards, flyers, slim-jims, fold-outs, and pop-ups that are printed first, then cut, folded, perforated, diecut, glued, embossed, debossed, or any combination thereof. It all depends on the client's budget, the vendor's prices, and the strategic direction that's passed along to our creative department. But just because it's a tactic that is traditionally flat doesn't mean it has to be...well...*flat*, so at Martino & Binzer, we've mastered the art — and copywriting — of pushing the envelope, both literally and figuratively.

DANIEL WOODHEAD COMPANY

Our campaign for the Daniel Woodhead Company involved nothing more than a set of three-panel brochures, all neatly contained within the pockets of an equally modest pocket folder. The key was the concept, which — borrowed from the financial industry — was intended to provide prospects with an easy-to-reference, broad-brush overview of the company's diverse capabilities, one industry and product line at a time. Developed to help the company enter new markets, the product prospectus kit allowed them to approach each prospect with information specific to that individual's needs. When all was said and done, the company not only enjoyed an excellent response — but found themselves making sales presentations within industries that had previously been unreceptive.



DSL.NET

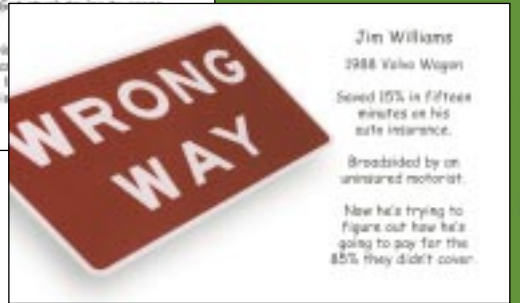
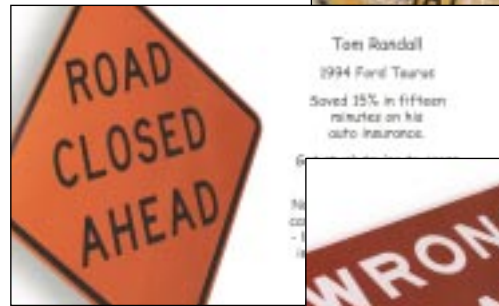
The DSL.net effort was focused on business customers with a need for high-bandwidth Internet access in highly targeted metro areas. We started by creating a limited time offer to instill a sense of urgency, and then developed a mailer to support the offer

with multiple folds and a business reply card. The *Think Fast...Act Faster* message not only fit our objective like a glove, it reflected both the speed of DSL Internet access and the need for a rapid response. And respond they did. DSL.net established themselves as one of the first DSL providers to actually sign up and service customers in markets from New Haven to Atlanta and Dallas.



COVENANT INSURANCE

There's something to be said for run-of-the-mill postcards that actually have something to say. For Covenant Insurance, we created a postcard campaign using cautionary road signs and mock customer case histories to illustrate the consequences of using a save-now/pay-later insurance company: inadequate coverage, improper asset protection, and lousy claims experiences. Web traffic increased immediately, and within four months of the first wave of mailings inbound phone leads tripled. No tale of caution here.



LUCENT TECHNOLOGIES

For Lucent Technologies, marketing optical fiber to industrial engineers was a daunting task. They had to shatter existing perceptions that fiber was too expensive, too fragile, and difficult to work with. It's a high-level sale that requires a high-level of information and showmanship. Using existing product literature and a few new elements, we created a unique marketing presentation directed to highly-qualified sales leads. The materials arrived via FedEx and were encased in a custom, metal portfolio (nothing more than a fancy pocket folder). The information included a sales letter, product brochure, CD demo, product samples, and reprints of the ad campaign with

product specs printed on the back. So broad was the scope of the information, that it appealed to each level of interest — from readers of each and every word to skimmers of captions and bullet points. This classic example of repackaging existing materials for a new audience and objective achieved a 75% success rate in terms of opening doors for sales presentations.



“EXCUSE ME, THERE’S A PACKAGE HERE TO SEE YOU.”

Dimensional direct mail. It’s a creative department’s dream. Three fabulous dimensions of possibility all designed to thrill and amaze the prospect into dialing in, logging on, and signing up. It can come in a box, a tube, or some other clever packaging. Once we’ve grounded our efforts in less colorful considerations, like strategy, goals, budgets — and our production manager’s anxiety threshold, the sky is the limit.

LOCTITE

It’s not every day that you get to launch a new product. It’s not every day that your product is so groundbreaking that it’s going to change a fifty year-old paradigm for maintenance engineers. When Loctite introduced a solid, stick form of their liquid products, it had to be positioned as a companion product, not a replacement for the liquid — hence the positioning line “Same formula. New form.” We

knew the target audience had to experience the stick first hand, so we developed a sampling program to 100,000 active users of the liquid product. Using customer lists from key distributors and trade publications, we created a unique shipper that mimicked the form of the product. Inside was a trial size sample of the stick, a couple of nuts and bolts to use it on, product literature, and a listing of industrial distributors with the product in stock. It didn’t take much to convince distributors that 100,000 happy customers would soon be knocking on their doors looking for the product. Loctite logged \$6 million in orders in the first four months. Now that’s solid success.



INSURITY

With the number of software start-ups and technology vendors that have fallen by the wayside over the last couple of years, it’s no surprise that most IT professionals are a little gun shy when approached by yet another vendor of enterprise systems. Insurity, however, was a different story that needed to be told in a different way. With over 20 years of successful implementations and the financial backing of ChoicePoint, they were literally a safe place

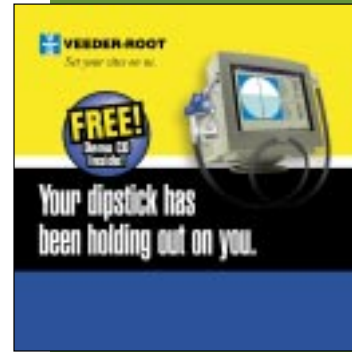


to invest your technology spending. To illustrate that point, we created a highly targeted direct mail program using banks made out of actual U.S. Post Office Boxes. The message was well received by high-level decision makers. So well that out of the 50 packages delivered, 37 opened their doors to a sales presentation.



VEEDER-ROOT

Veeder-Root is one of the original companies to measure the amount of gasoline being pumped into an automobile, so what better way to promote their new system for gas stations to monitor gasoline inventory than a bank in the form of a miniature, antique gas pump. The mailer included a custom box, product literature, and an interactive CD presentation that provided in-depth information on the system's features and benefits. The package turned out to be that perfect little something to continually remind prospects of all the money they could be saving. That little package fueled plenty of interest — and plenty of sales.



CONTROL MODULE

Control Module, a leading time and attendance management hardware company, needed to deliver the following message to prospects with lots of hourly workers: *To really keep track of your employees, all you need is eyes in the back of your head —*

or us. So we sent out a very memorable *Employee Management Kit* with a variety of highly inefficient and uniquely inaccurate time and attendance management paraphernalia — an egg timer to time breaks, a whistle to let them know when the break is over, and a pair of “retro-glasses,” which, believe it or not, actually facilitate backward vision, thus simulating the eyes in the back of the head thing. The point was well made. The point was well taken. And Control Module was in very much in control.



OCI CHEMICAL CORPORATION

Soda ash — a basic component of most laundry detergents and all glass — isn't everyone's passion. But when you need soda ash, you need it. When OCI, one of the premier suppliers, wanted to promote a point-of-purchase portal (POP) on their web site, we sent out soda POP bottles full of soda ash. The package read, “Thirsting for an easier way to do business?” The bottles were labeled a “Refreshing New Solution” to the business of doing business. The accompanying fax blast and e-mail components made it a clean sweep, and in no time at all, OCI customers nationwide were picking up a mouse instead of their phone for regular customer service inquiries.





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