



The Direct Marketer's inside guide to
OUTSMART THE OFFICE



It's not easy being a Direct Marketer out there.

Here at the U.S. Postal Service,[®] we understand the struggles you go through – day in, day out – defending a media channel that's smart, innovative, and hardworking yet somehow often overlooked.



That's why we're about to change that.

We've teamed up with some highly trained professionals to collect and organize the latest research about consumers and how they use their mail. So now, you've got the right tools to impress an office culture that just doesn't seem to appreciate or understand the power of Direct Mail. Look inside, because we're sure you'll recognize a few of these typical characters who are standing between you and your dream Direct Mail projects.

Then return the enclosed Business Reply Mail™ card or go to **usps.com/outsmartheoffice**, and we'll send you the Direct Marketer's Outsmart the Office kit – free. It's jammed with smart marketing ideas and concepts designed to help you fight the good fight for Direct Mail. We'll even include more office characters to look out for and some expert advice about how to take them on.

We'll give you the tools every Direct Marketer needs to take on the office.

Cyber Kyle

Sure, everyone has a Cyber Kyle in the office. He resides in his dark lair with half-finished bottles of cola littered around his desk. He throws out tech terms in meetings that no one else understands and tries to convince everyone that Direct Mail is obsolete in this digital takeover of society.

"Why
would anyone
read mail
when there's
the Internet?"



Unfortunately for Cyber Kyle, you have research proving that people still like reading what's in their mailboxes and that Direct Mail and the Internet are even more powerful working as a pair.

Take that, Kyle!

Derec (with a "c") Creative

In struts Derec (with a "c") Creative, chai latte in hand, dressed in all black (maybe so no one in the meeting notices he's roughly 26 minutes late). He's got great ideas for TV and print, but when it comes to Direct Mail, he thinks right before he zones out, "I didn't go to school at the Creative Portfolio Zoo for Big Ideas to be your junk mail monkey."

"Mail
just doesn't
create the
same impact
as TV or print."



Will Derec (with a "c") Creative be impressed by a bunch of stats? Probably not. But you can get his mind going after you show him the innovative shapes and formats that are now possible to send through the mail. There's a huge opportunity to send out really sweet creative that makes a lasting impact.

Mora Media

You'd think in a stack of spreadsheets, a 7-inch-thick power planner, and a tote jammed with freebies that a Direct Mail plan would be in there somewhere...right? But, oh look, what a surprise: Direct gets jammed in at the last minute and receives whatever's left over from the media budget.

"DM
isn't in
our plan
for this
quarter."



Before Mora Media pours the budget into TV spots, maybe it's time to bust out your research showing that Direct Mail can achieve higher response rates than most media channels. And TV, Web, print, and radio work more effectively with Direct Mail when integrated into one smart campaign.

Cyber Kyle



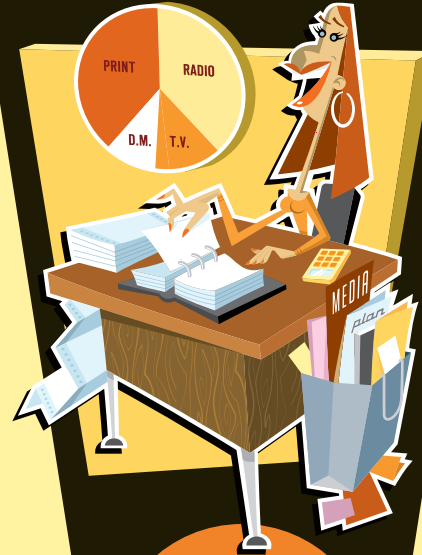
The latest research proves Direct Mail and the Internet work best as a team!

Derec (with a "c") Creative



Direct Mail is an opportunity to create innovative designs and impactful messages.

Mora Media



Put it here – put it there. Media works best when supported by Direct Mail.



Stick these magnets around the office to clue everyone in on the great things about Direct Mail. Go to usps.com/outsmartheoffice to get more ideas.

Order your OUTSMART THE OFFICE kit for more ideas just as clever as you.



Return the attached reply card or go to usps.com/outsmarththeoffice and we'll send you an entire kit jammed with smart marketing ideas and concepts, plus character magnets designed to use against anyone dissing Direct. Collect more characters, including Mr. Big Idea, The DM Veteran, and more. (Hurry! ROI Guy has limited supply.)

Check the right boxes, detach, and mail.

YES, I'm ready to go to battle for my Direct Mail ideas. Please send my **OUTSMART THE OFFICE** kit today.

Sample A. Sample
ABC Company
12345 North Some Street
Suite 100
Anytown, ST 12345-6789
XXXXXX

Are you involved in Direct Marketing at your company?
(choose one) Yes No

In a Direct Mail campaign, which best describes your company's role? (choose one)

- Client
- Mail House/Letter Shop
- Printer
- List Broker/Vendor
- Direct Marketing Agency
- General Marketing Agency
- Direct Marketing Consultant
- Other Direct Marketing Supplier

On an annual basis, how much does your company spend on its own Direct Mail initiatives? (choose one)

- \$250,000 or less
- \$250,001–\$500,000
- \$500,001–\$1 million
- more than \$1 million





OUTSMART THE OFFICE

Direct Marketing tools to empower & impress

06ADMASM192



Mr. Big Idea Michael



Integrate Direct Mail into one powerful brand strategy, and get bigger results.

Dan the DM Veteran



What makes you stand out? Smart executions and a personalized message.



UNITED STATES POSTAL SERVICE.

©2006 United States Postal Service. Eagle symbol and logotype are registered trademarks of the United States Postal Service.

usps.com



UNITED STATES POSTAL SERVICE.

©2006 United States Postal Service. Eagle symbol and logotype are registered trademarks of the United States Postal Service.

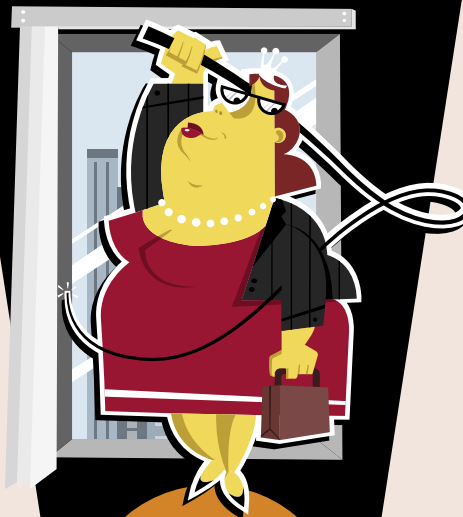
usps.com

Randy (ROI) Guy



Direct Mail captures a Return on Investment (ROI) like no other media.

The Client



When it comes to going after the right customers, Direct is best.



UNITED STATES POSTAL SERVICE.

©2006 United States Postal Service. Eagle symbol and logotype are registered trademarks of the United States Postal Service.

usps.com



UNITED STATES POSTAL SERVICE.

©2006 United States Postal Service. Eagle symbol and logotype are registered trademarks of the United States Postal Service.

usps.com

Stick up these magnets and stand up for Direct Mail.



OUTSMART THE OFFICE

Inside your kit:



"The Mail Moment"

Discover how mail offers a unique opportunity for marketers to capture the undivided attention of consumers.



"The Role of Media Today"

See how Direct Mail measures up to other media and how to make it work in your marketing mix.



"Mail and the Internet"

What makes mail and the Internet a smart media pair? Check out how they work together to increase sales and why consumers want both.



Customized *MarketMail*[®]

Make your ideas really stand out. Customized *MarketMail* allows you to create and send truly dimensional mail – without an envelope.



Repositionable Notes

Grab attention easily and give your message the power to stick around.



ROI Estimator CD

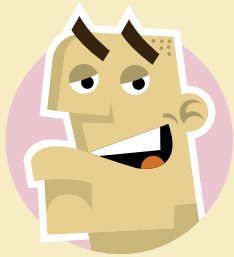
Use this simple tool to calculate your Return on Investment (ROI) and Customer Lifetime Value (CLV) statistics.



You'll find these tools especially helpful in persuading your typical Direct Mail nemeses, including:

Mr. Big Idea Michael

He's high profile.
He's a "rock star."
He's the account director.
You know it's a good week
when he calls you by
the right first name, and
it's even better when
Direct actually gets
squeezed into the last
four minutes of the weekly
account meeting.



Mr. Big Idea is after
big thinking that brings
in big results. (You know,
the kind he can do imaginary
hoop shots to). Prove to
him that Direct can achieve
great things with some
compelling facts and ideas
from *Deliver*™ magazine.
You've got real stories from
big companies that are
driving business with
successful Direct Mail
strategies. Big guys like
Cadillac, Canon, Capital One,
Herman Miller, Lexus, and
The Home Depot. (To receive
Deliver magazine, log on to
usps.com/scoredeliver)

Dan the DM Veteran

He's fought the Direct Mail
battle for a long time –
a loooooong time.
He knows good DM.
But, after years of creative
defeat and budget
beatdowns, he's become
comfortable with slapping
the same old idea on
a postcard or putting
it in a No.10 envelope
and calling it a day.



It looks like what Dan
needs is some reinspiration.
Inside this kit are samples
of new formats called
Customized *MarketMail*®
and Repositionable Notes
that will give Dan the
DM Veteran a glimmer
of hope that compelling,
affordable Direct Mail is
possible. After all, in order
to break through, you've
got to make stuff stand out.
Who can argue with the fact
that the more a mail piece
gets noticed, the better
the response rate?

Randy (ROI Guy)

Historical databases,
statistical insights,
optimized marketing
trends, econometrics...
yessssss! Nothing gets
Randy more geeked
than calculating
a good ROI.



Randy just may be your
new best friend once you
introduce him to your
ROI Estimator CD from the
Postal Service.™ It helps
quantify both Return
on Investment and
Customer Lifetime Value
(CLV) statistics –
ALL RIGHT!

The Client

Some days she's the
commander of every last
detail, and some days you
wonder what planet she's
teleconferencing in from.
But, no matter where she's
coming from, the bottom
line is, she's the client. And
it's your job to find the best
possible solutions to reach
her customers.



Research points to
the fact that well-executed
Direct Mail is highly effective
in connecting with customers
and generating a response.
Be sure to use the valuable
facts inside this kit to get
your clients on board with
the best integrated strategy.
And it's always nice to
give them a few reminders
about why they chose you
for their business.



"The Mail Moment"

Discover how mail offers a unique opportunity for marketers
to capture the undivided attention of consumers.



"The Role of Media Today"

See how Direct Mail measures up to other media and
how to make it work in your marketing mix.



"Mail and the Internet"

What makes mail and the Internet a smart media pair?
Check out how they work together to increase sales
and why consumers want both.



Customized *MarketMail*®

Make your ideas really stand out. Customized *MarketMail*
allows you to create and send truly dimensional mail –
without an envelope.



Repositionable Notes

Grab attention easily and give your message
the power to stick around.



ROI Estimator CD

Use this simple tool to calculate your Return on Investment
(ROI) and Customer Lifetime Value (CLV) statistics.

