



DIRECT MAIL MARKETING WITH DVD

INCREASE YOUR RESPONSE LEVELS BY OVER 400%

Ad agencies like yours have guided their prize clients through the highly specialized task of reaching potential buyers by mail, TV, and the internet for decades. Frequently these target marketing campaigns work very well in acquiring new customers and clients.

Today, an opportunity has emerged to use the DVD optical disc to converge the best attributes of these three proven advertising mediums – at lower than expected cost. As an ad agency, your imagination and creativity applied to publishing on DVD can set you far ahead of your competition.

You are the expert in these three specialized forms of acquiring new customers for your clients. Briefly consider the advantages – and a few disadvantages -- of each in today's economy:

* DIRECT MAIL

- Your account can *target market* its service or goods by mail.
- Mailing list *sampling, buying and management* provides added power to each mail drop.
- Alternate DM packages designed by your staff can facilitate testing of *various offers*.
- Color printing costs require *high volume* to keep expense down to acceptable levels.
- *Increased postage rates and production costs* mandate careful timing of rollouts.

* DIRECT RESPONSE

- Certain product or client categories likely may profit through a TV *spot or infomercial*.
- Cost of spot/infomercial *production* is too high for many clients' budgets.
- Various offers can be easily tested through simple use of *textless video masters*.
- Cost of TV time is too high for many worthy clients with products or services that may benefit.
- Risk on response rates is very high, unless campaign costs can be collateralized by subsequent retail or other direct sales that benefit from TV exposure.

* WEBSITE

- Everyone appreciates the *potential* of the internet, but designing and growing the site can be expensive from the client's viewpoint. And, if sales results are too slow in materializing, the client may believe she has spent her marketing budget unwisely.
- Response levels may churn wildly, due in part to the *depth* of the cyber *universe*.
- Novelty of web surfing and discovery is not what it used to be. Convincing a visitor to hang around long enough to elicit a response is a tougher challenge than ever before.
- *Acquisition of a customer* cost can be extremely high, compared to alternatives, such as print or telemarketing. These costs may also be hard to *analyze and define* to a client.

RETAIN ONLY THE POSITIVE ASPECTS OF THESE THREE, TIME-PROVEN MARKETING TOOLS

* **CONSIDER:** DVD discs empower you with the perfect platform for reaching a narrowly-targeted prospect on a direct mail list with an "electronically published" power-loaded, super-charged combo of video, audio, print and HTML pages containing internet links.

* **IMAGINE:** Your client's prospect opens up his stack of morning mail and discovers a DVD among the clutter. Your irresistibly-designed label art and copy hooks him and peaks his curiosity.

Did I order this?

Unlike so many beautiful DM brochures, this humble DVD does not get a split-second glance and immediate frisbee spin into the circular file. As the not-yet-so-old adage goes:

"Nobody trashes a DVD...without knowing what's on it."

No, I didn't buy this, it's free.

Must be an ad.

Or, maybe it contains some content I can use.

Ok, maybe they lay it aside. Put it in their pocket or bag or laptop case for later inspection. Even toss it into the "IN" box

with a sophisticated air of "I don't care. I've got important stuff to do. It can wait."

But...throw it away without a peek? Never.*

*** CONGRATULATIONS!** You have just broken through the insurmountable clutter barrier of the morning mail and accomplished the toughest goal of all in DM – the target is curious.

- Just as with a print direct mail package, DVDs are light and simple to mail. Apply your proven success and expertise in buying lists, testing them and timing mail drops. But don't send a print package; send a DVD instead.
- In DM, your client must bite the bullet and print up a whole bunch of packages to benefit from the printer's quantity discounts. More than one DM campaign has ended with more inventory than packages actually dropped. With a DVD package, you don't need to order more than you need for testing; you don't need to order more than required for the initial mail drop; in fact, you don't need to even worry about testing various offers until you find the one that produces a tickled-pink client. You can quickly and inexpensively test, revise and buy only what you need as you need it.

YOU'VE FOUND THE ONE AND ONLY QUALITY DVD SOURCE THAT LETS YOUR CLIENT BENEFIT FROM QUANTITY DISCOUNTS, WITHOUT BUYING THOUSANDS OF DVDS UP FRONT.

- Only at DiscWiz.com can you control your client's production budget with a duplication ordering system which provides DVDs only as you need them for each testing phase or mail drop. Yet, your discounted quantity pricing is based upon total numbers of DVD units you have purchased upon completion of your projected campaign.
- Only at DiscWiz.com can you benefit your client with the best quality in duplication at the competitive pricing you need to maintain lowest customer acquisition costs.
- Only at DiscWiz.com can you find DVD authoring services which blend seamlessly with your own in-house designers, copywriters and video producers; if you require outside DVD authoring services.

WE OFFER ALL OF THE TOOLS YOU NEED TO EFFECTIVELY COMBINE VIDEO, PRINT, WEB-LINKS AND AUDIO INSIDE YOUR EXCITING NEW DVD DIRECT MAIL PACKAGE.

- "Hybrid DVD" Plain and simple, a hybrid DVD contains all three assets together on the same disc: video/audio, print (ROM) and HTML.
- Provide your clients with the power of television; delivered to a target audience at less cost than ever possible before. Goodbye to Broadcasting; Hello to Narrowcasting.
- Your agency-designed DVD might begin with a video segment that lets your prospect meet the merchant or service provider; enter the retail store; tour the plant; or hike the Christmas tree farm; meet and hear the employees, other customers, etc. The possibilities are truly limited only by your agency's imagination. In other words: unlimited. This is not television; no rush against the clock; informal and personal is always best. And that's something you do extremely well.
- Your DVD intro is like a DM letter; come to life.
- From this video segment opening, you may wish to invite the prospect to put the DVD into her computer, if it's not in that drive already.
- Next, on-screen information guides the prospect to your client's DVD-ROM files for immediate reading or – printing.
- Finally, the program known as DVD Access(c) - employed in the authoring phase - empowers your target prospect to browse an HTML page containing internet links to "click" direct from the DVD disc. Like magic, they are transported directly to your client's website for immediate contact information!

Video, ROM and HTML combined onto one shiny, alluring DVD disc is indeed the beating heart of a powerful direct marketing campaign. Your impressive and proven proprietary arsenal of creative tools has been developed through years of refinement and use. Now, bestow upon your beloved clients a brand-spanking new tool to increase their DM response levels beyond their wildest expectations. Explore the exciting, fresh opportunities that await your clients with DVD-DM.

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