

## Challenge:

With millions of direct mail pieces mailed every day, how do you make sure yours is the one that gets noticed?

## Solution:

Showcase your creativity and innovation with sales teasers that literally knock the prospect's socks off. While you're at it, don't forget to highlight your products and services.

## Case Study:

Promotional products from Wellington Promotions help numerous clients repeatedly turn ordinary, ho-hum sales letters into three-dimensional direct mail pieces that pique the recipient's curiosity and interest. The novel products, complemented by creative writing in an accompanying note or letter, helps company representatives get the foot in the door. Plus, the unique packaging helps provide instant recall when the prospect is called to schedule a meeting. Don't forget that imprinting all promotional products with the company logo also creates lasting top-of-mind awareness.

The following are just a few of the many possibilities for three-dimensional mailings, including themed message and suggested promotional products:

- "Batter Up ... Let's Play Ball!" (baseballs, pennants, bags of peanuts, popcorn, cotton candy, etc.)
- "We Know Beans About ...." (jelly beans, beanbags, coffee beans, etc.)
- "Just What the Doctor Ordered" (prescription type pill bottles filled with mints or other small candies and featuring a creative label with a special prescription for success)
- "The Future Never Looked So Bright" (trendy sunglasses, mini Magic 8 ball, other items related to fortune telling, etc.)
- "Perk Up ... Coffee Anyone?" (deliver coffee mugs with a "menu" featuring a list of products from local coffee shops; recipients can choose what type of coffee they want delivered when you come for a sales meeting)

Wellington Promotions not only knocks at the door but gets it opened.



7304 West 130th Street, Suite 370  
Overland Park, KS 66213

Phone (913) 897-9229 ● Toll Free 888-5-REWARD  
[www.WellingtonPromotions.com](http://www.WellingtonPromotions.com)