



when we first encountered this native american-run, internet and phone order cigarette retailer, it was using an oversized, 6x9 postcard for all of its direct mail promotions. all of its available brands were featured on the front of the card, with the reverse side featuring an inkjetted address block and a generic offer to every member of the smoke signals database.

we redesigned the piece, expanding it to a larger self-mailer with three coupon offers. thanks to the size increase and a wiser use of design space, the piece comfortably houses two specific offers to the recipient. the first is a customer-specific offer that deals with their brand of choice. the second compares this particular cigarette with a smoke signals brand that resembles it in style and flavor, at a significantly lower price.



after a 15,000-piece mailing of the redesigned material, smoke signals had an immediate, sizable increase in phone order traffic. the personalized offers on the piece resulted in rising customer loyalty and greater sales. the campaign was such a success that the company had to delay the second mailing until it could expand its infrastructure to accommodate the increase.

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this is the advantage of a direct mail piece that treats customers as individuals, which bates jackson can accomplish with impeccable quality and efficiency.

CHRISTOPHE CAROLYN
 Mr. & Mrs. Richard Owen
 Dr. Arcudi
 MIKE BOB
 Mr. Schw
 Dr. & Mrs. Emes Karen
 Mr. TIM RAYC
 Julie CHUCK NICK
 Ms.
 Ton
 Mr. Harrison
 MARIE
 Mr. Schwartz
 Daniel
 MR. TIM RAYCRAFT

Plus, valuable coupons to save you more.

\$10 off your order! Free Samples

Save \$3.00 per carton Maximum \$10 per order.

1.800.272.1743

Expires 9-15-02 * One Special offer per order C2P72902

Joe,
 our premium feature brands have great taste at one third of the cost.
 Give them a try!

GT ONE FULL FLAVOR 20 CLASS A CIGARETTES

GT ONE Menthol 20 CLASS A CIGARETTES

Free Shipping On orders over \$9.99. Excludes \$10.00.

Free Zippo Lighter With order of \$5 plus items. Excludes 9-15-02. * One Special offer per order.