

There is no “Junk Mail”

Just “junk mailers”
(and a few junk mailboxes)

Junk Mail? We think the name is an *excuse*. A moniker given to mailings that didn’t work—or even get opened. And for good reasons:

- The offer conveyed no value or urgency
- The offer was not target-relevant
- The offer arrived at a bad time
- Worst of all: There *was no offer*

In all cases, failure was due not to *junk mail*—but to *junk mailers*. Companies that spent time and money developing, printing and mailing...*without* having a savvy message strategy. And if the effort was not targeted, odds are it ended up in some worthless or “junk mailboxes” too.



iiCREATIVE helps you avoid being a “junk mailer” through sound direct marketing solutions that *work!*

We combine direct response dynamics with message strategies to guide your offer structure, response objectives, list selection, package format, creative direction—even your mail-window timing. Our mailers get opened. And generate results.

Want **proof?** Visit our website:
www.iiCreative.com

Want **Results?** Call Us:
860.372.4551

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Communications that WORK!
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