



HP INKJET WEB PRESSES AND DIRECT MARKETING

**Highly Productive.
Uniquely Relevant.
Extremely Effective.**

Progressive Profitable Printing





CAPTURE NEW OPPORTUNITIES

Increase revenue opportunities as you transform your production environment with high-speed digital performance.

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Making direct marketing relevant, effective, and profitable.

Why change traditional direct marketing methods?

Effective marketing is about reaching the right person at the right time with a message that is relevant to them. For decades, marketers have been using direct marketing as a tool to achieve this goal with varying degrees of success. Sent in bulk and with little consideration to the target audience's preferences, a lot of direct marketing has been based on the premise that if you reach enough people, someone might be interested.

Here are some interesting facts about the state of advertising and traditional direct marketing:

- 85% of advertising messages go unnoticed
- 38% of marketing budgets are now moving to direct marketing – yet only 1-3% of traditional direct mail (DM) draws a response
- 48% of marketing professionals believe they value DM if the messages are relevant

Digital technology transforms direct marketing into a highly effective tool

In the US alone, full-color, personalized direct mail is expected to reach 12 billion pages in 2011 and 26 billion pages by 2012 and later – quickly becoming the largest color digital application. Driven by the growth of instant, online communication and changing expectations of internet-age consumers, marketing messages must be relevant, timely, and attention-getting; this is especially true for print communication. Today's HP Color Inkjet Web Press delivers a platform that provides the flexibility and cost-effectiveness for marketers to communicate in this way to a mass audience via print.

The effectiveness of personalized direct mail is well documented and meets the objectives of today's direct marketing professionals:

- Responders to personalized direct mail spend more money with average order sizes increasing up to 24% and higher
- DM using full-color Variable Data Printing (VDP) has a 36% higher response rate, while cost per response is 54% lower and sales increase by 93%
- The CMO Council stated that personalized, relevant, and precise customer communication is the #1 strategy used to drive greater revenue from existing customers (CMO Council Research 2009)
- Personalization alone provides a 20% uplift in customer response rates (PODI 2010)

Full-color digital technology can also simplify production processes by consolidating a two-step printing process into a single-pass, all-digital workflow. In doing so, pre-printed forms can be eliminated and time-to-market can be accelerated.

HP technology allows you to leverage the latest trends and profit from them

Now you can create better targeted messaging, make it more relevant, and dramatically increase response rates. By offering more dynamic, personalized pieces, you can create greater value and profit when compared to traditional, static mass mailers. You can also save costs with the HP Inkjet Web Press family. For example, digital production's single print process significantly reduces waste and simplifies management while achieving outstanding print quality with HP Thermal Inkjet technology and media solutions. And all this is done at high speed.

Take advantage of new revenue opportunities and lower operating expenses by confidently migrating your operations to effective, full-color VDP solutions.

With HP Thermal Inkjet Technology, HP's portfolio of inkjet products delivers breakthrough performance and savings unprecedented for the industry. The HP Inkjet Web Press family can leverage new opportunities in the direct mail industry while maintaining operations with versatility, productivity, and performance.

HP technology innovations address the needs of the direct mail market

Print on existing low-cost paper stock

Unique HP Bonding Agent technology provides flexibility—print on the low-cost, standard uncoated offset media you're using today, and get outstanding image quality and durability. This unique, colorless liquid technology is applied by inkjet prior to other color, and only at the precise locations where ink is to be printed. This improves optical density and pigment adhesion to the paper, reduces strike-through, and provides water-, smudge-, and highlighter-resistant prints.

Expanded high-speed media options

To further improve print quality, explore media options that incorporate paper enhancement technologies into the paper-making process. These options include uncoated papers with ColorPRO Technology as well as papers with jointly developed high-speed coating technology—all specifically designed for HP pigment inks and the HP Inkjet Web Press family.

Keep press downtime and maintenance expense to a minimum

Achieve consistent print quality while minimizing downtime. Real-time process monitoring and diagnostics support a fault-tolerant design by transferring printing from nozzles that are not operating within specifications to their redundant good nozzles.

Remarkable quality at full press speed

Deliver uncompromising print quality, consistency, performance, and value. Produce double-sided, full-color half-tone printing at 1200 x 600 dpi native resolution with 100% variable content at full press speed.

Scalable design and performance

The HP portfolio of high-speed inkjet products is based on scalable design principles employing modular printing and electronic hardware to deliver high-productivity, high-quality printing solutions with web-width choices, features, and performance tailored to meet your monochrome to full-color printing requirements.

Print with the environment in mind

Water-based HP pigment inks and Bonding Agent are non-flammable and non-combustible⁽¹⁾, emit low levels of volatile organic compounds⁽²⁾, do not produce ozone, and contain no detected HAPs⁽³⁾.

Leading print + IT integration

Drawing on decades of HP leadership in printing and IT, the HP portfolio of high-speed inkjet products seamlessly integrates printing and IT functions to deliver a solution that offers operational simplicity, reliability, and manageability.



HP T200 Color Inkjet Web Press



HP T300 Color Inkjet Web Press

PERSONALIZED FOR MAXIMUM IMPACT

5

Partner with HP Solutions

HP's leading IT capabilities, combined with its proven digital print technology, enable direct mail houses, marketers, and print suppliers to be more relevant, more productive, and more cost-effective than traditional solutions. These capabilities quickly translate into improved business results through offerings developed to perform in today's market. The HP portfolio of high-speed inkjet products achieves superior productivity while reducing production costs, inventory, spoilage, and waste.

Tailoring solutions to meet your specific needs

As you expand your digital production offerings, HP Solutions expertise can help accelerate your success and sharpen your competitive edge. HP's dedicated Solutions Team works with you to determine your end-to-end requirements, and recommends a solution customized to meet the specific demands of your business. Our HP Smartstream workflow solutions portfolio and our wide-range of solutions partners offer choices across each phase of the production process, from pre-press design and job management to finishing and fulfillment.

Technology that fuels your growth

As a global IT leader and the world's largest technology manufacturer, HP is uniquely positioned to support your company's digital transformation. The HP portfolio of high-speed inkjet products integrates innovation across the entire platform, from the HP Bonding Agent and compatible media and ink, to the printheads, web handling, and IT infrastructure. This end-to-end approach enables you to succeed in meeting your customers' printing needs and goals for business growth.

⁽¹⁾ HP water-based pigment inks and the Bonding Agent are not classified as flammable or combustible liquids under the USDOT or international transportation regulations, and are non-flammable according to EU Council Directives 67/548/EEC of 27 June 1967 and 91/689/EEC of 12 December. These materials have been tested per U.S. Environmental Protection Agency Method 1020 and the flash point is greater than 110 degrees Celsius.

⁽²⁾ Dryer and print zone exhaust systems, along with very low levels of VOC emissions enable an improved print shop work environment. Customers should consult state and local requirements and regulations.

⁽³⁾ No ozone products expected based on ink composition and printing technology. The inks were tested for Hazardous Air Pollutants per U.S. Environmental Protection Agency Method 311 (testing conducted in 2008) and none were detected. HAPs are air pollutants that are not covered by ambient air quality standards but that, as defined in the Clean Air Act, may present a threat of adverse human health or environmental effects.

Case study 1: CREATING NEW BUSINESS OPPORTUNITIES

The problem

Budget constraints combined with inflexible print production processes can limit your offering and ability to achieve higher customer response rates.

Printing generic mass mailings on offset is a costly and inefficient way to achieve a targeted ROI on many campaigns.

Personalized mailings for each segment in a targeted campaign are substantially more effective. Marketers are opting for digital solutions.

The HP ColorJet Web Press platform allows you to increase response rates, offer flexible production options, and create new business opportunities.

Remove the barriers to digital adoption

- Achieve no-compromise color print quality on a wide range of standard uncoated offset media with Original HP pigment inks and long-life HP Thermal Inkjet printheads.
- Add vivid, high-impact color without incurring excessive costs. You can purchase consumables as needed without click charges.
- Meet tight mailing deadlines with confidence with the high productivity and operational reliability of HP Inkjet Web Presses.



Generic mass mailing with no personalization.



Now the same mailer personalized with VDP. Response rates increase dramatically.

6

DEAR THOMPSON FAMILY,

You are all cordially invited to celebrate with us the opening of our latest exhibit: **Parrots of the Tropics.**

Please join us on October 2nd at 8:00 PM for a special guided tour.

Help us make this a special and fascinating event.

To confirm your attendance, please visit your personal page at www.birdsanctuary.com/2244339.

Please Join Us!

You can also fill in the below form to pledge your support and confirm your attendance for your guided tour.

The Thompson Family

Membership No. 2244339

Will you be joining us on Oct 2nd? Yes No

You are currently a **gold sponsor**. Would you like to maintain your current membership level or perhaps become a **platinum sponsor**?

- \$1000 Platinum Sponsor**
Plaque on donor wall, free park entrance for the entire family, 10 guest passes, special gift bag, invitation to special events
- \$750 Gold Sponsor**
Free park entrance for the entire family, 5 guest passes, special gift bag, invitation to special events
- \$500 Silver Sponsor**
Free park entrance for the entire family, special gift bag, invitation to special events

Thank you so much for your continued support!

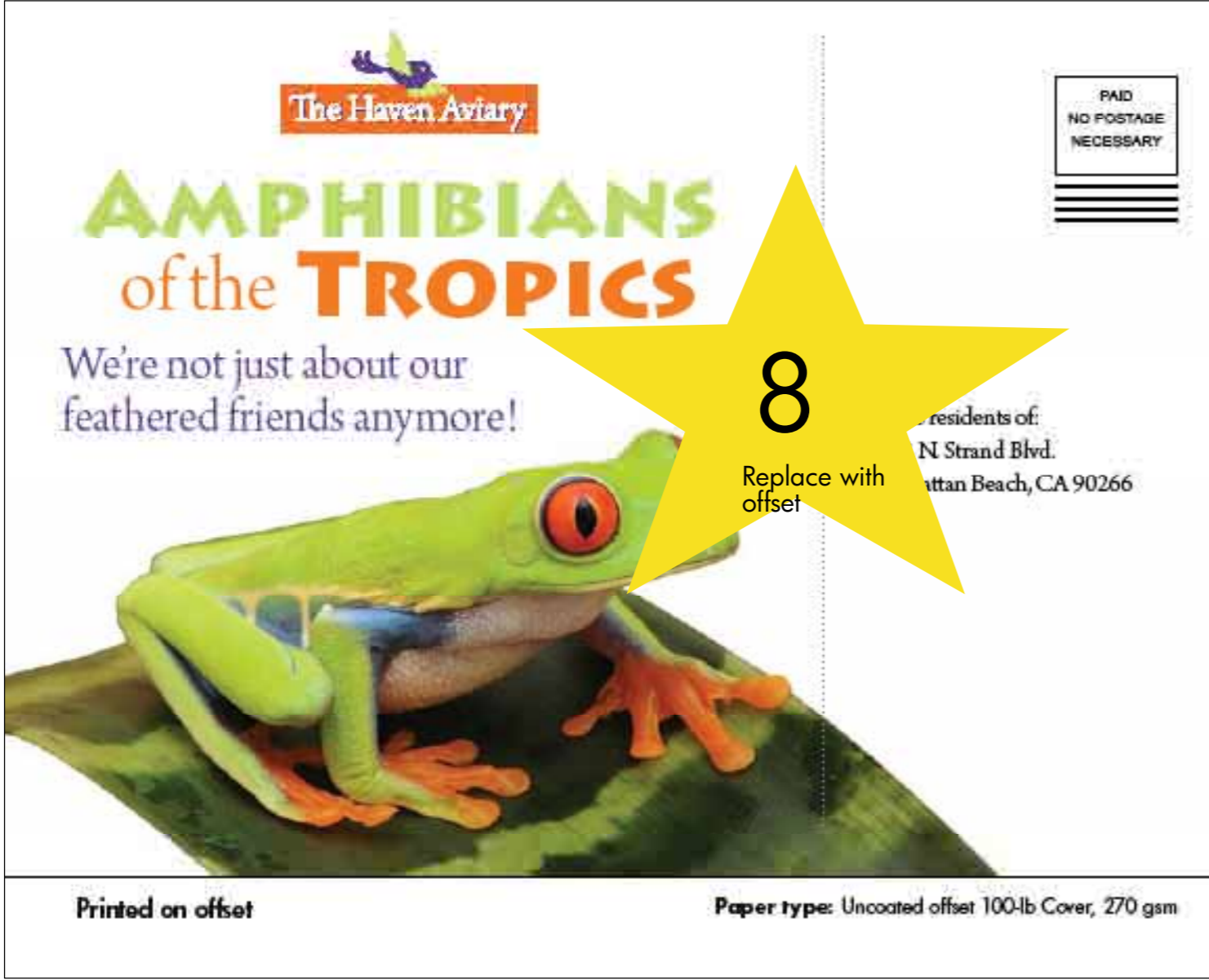
Donations may be tax deductible. Consult your tax advisor.



7
Replace with offset

Printed on an HP ColorJet Web Press **offset**

Paper type: Uncoated offset 100-lb Cover, 270 gsm
Ink coverage: 17.5%





10

Transparency

The Haven Aviary

AMPHIBIAN of the TROPIC

We're not just about our feathered friends anymore!

Member No. 2244339
The Thompson Family
 2233 N. Strand Blvd.
 Manhattan Beach
 CA 90266

PAID
NO POSTAGE
NECESSARY

11
Replace with webpress

Printed on an HP Color Inkjet Web Press

Paper type: Uncoated offset 100-lb Cover, 270 gsm
 Ink coverage: 23.8%

DEAR THOMPSON FAMILY,

You are all cordially invited to celebrate with us the opening of our latest exhibit **Amphibians of the Tropics.**

Please join us on October 2nd at 6:00 PM for a special guided tour.

Help us preserve the some of the world's most fascinating creatures with your continued support.

To confirm your attendance and support, please visit your personal webpage: www.birdsanctuary.org/thompson.2244339



Please Join Us!

You can also fill in the below form to pledge your support and confirm your attendance for your guided tour.

The Thompson Family
Membership No. 2244339

Will you be joining us on Oct 2nd? Yes No

I am currently a **gold sponsor**. Would you like to maintain current membership level or perhaps become a **platinum sponsor**?

Platinum Sponsor
 Free park entrance for the entire family, special gift bag, invitation to special events

Gold Sponsor
 Free park entrance for the entire family, 5 guest passes, special gift bag, invitation to special events

\$500 Sponsor
 Free park entrance for the entire family, special gift bag, invitation to special events

12

Replace with webpress

Thank you so much for your continued support!

Donations may be tax deductible. Consult your tax advisor.



Printed on an HP Color Inkjet Web Press

Paper type: Uncoated offset 100-lb Cover, 270 gsm
Ink coverage: 17.5%



13
Transparency



Higher relevance can increase response rates by two to five times over a static communication piece.

It's a difference that can't be ignored.



Case study 2: TAKING THE NEXT STEP IN PERSONALIZATION

The problem

Even targeted offers printed in black text only are easily overlooked or ignored.

The solution

Attention grabbing full color targeted offers with corresponding relevant images to improve customer response.

Use dynamic versioning to maximize postal savings while simplifying production.

Leverage customer data more effectively with timely and relevant communications.

The ColorPRO difference is striking

Papers with ColorPRO Technology provide noticeably enhanced print quality compared to standard uncoated offset papers. The difference is striking:

- Dense blacks, comparable to or better than offset, for remarkable text and solid area fills
- A color gamut, larger than SWOP inks on standard uncoated offset paper⁽¹⁾, produces impressive, vivid results
- Crisp text-over-color placement enables limitless full-color options



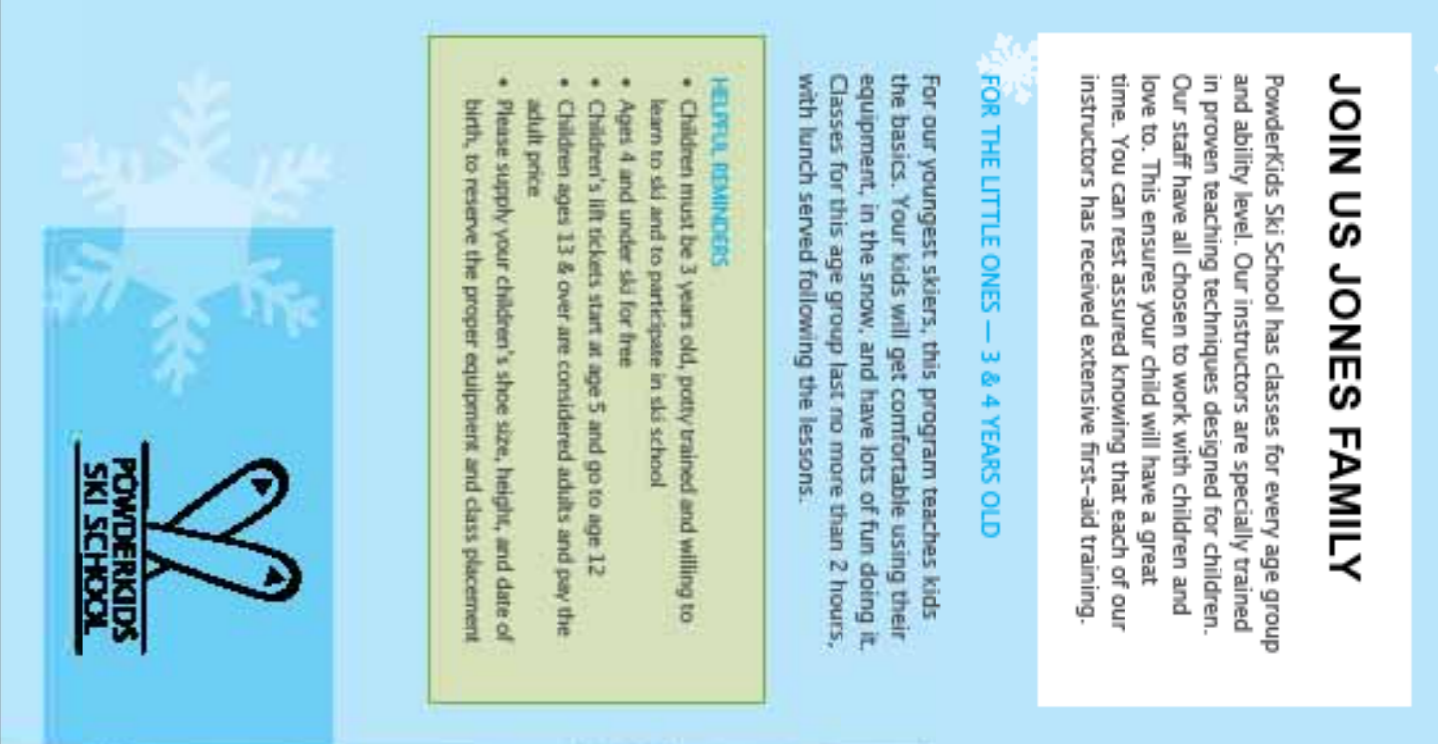
Little impact is created by personalization that simply uses black ink.

Taking the next step in digital production, this same mailer uses location and customer preference to create highly targeted communication pieces that are relevant to the recipient. Apply color variable data to text and images, and print the entire piece in a single pass. Make your PURLs stand out more with the use of color.



Printed on offset

Paper type: Uncoated offset 70lb text, 104 gsm



JOIN US JONES FAMILY

Powderkids Ski School has classes for every age group and ability level. Our instructors are specially trained in proven teaching techniques designed for children. Our staff have all chosen to work with children and love to. This ensures your child will have a great time. You can rest assured knowing that each of our instructors has received extensive first-aid training.

FOR THE LITTLE ONES — 3 & 4 YEARS OLD

For our youngest skiers, this program teaches kids the basics. Your kids will get comfortable using their equipment, in the snow, and have lots of fun doing it. Classes for this age group last no more than 2 hours, with lunch served following the lessons.

HELPFUL REMINDERS

- Children must be 3 years old, potty trained and willing to learn to ski and to participate in ski school
- Ages 4 and under ski for free
- Children's lift tickets start at age 5 and go to age 12
- Children ages 13 & over are considered adults and pay the adult price
- Please supply your children's shoe size, height, and date of birth, to reserve the proper equipment and class placement



Replace with offset

Since some kids at this age are already at different skill levels, we have divided the classes into 2 groups, Beginning and Advanced. Appropriate to their skill level, instructors will work with kids on developing their abilities both individually and as a group. Classes start at 10:00 AM, and later we take a break for a tasty and energy-boosting lunch, followed by more fun learning

SNOWKIDS CLUB — 5 & 6 YEARS OLD

Divided into skill levels (Beginning, Intermediate and Advanced), students will enjoy level-appropriate instruction at a fun and fast pace. For our Advanced class, Snowboarding lessons are also available to those students that qualify. These are full-day classes that start at 10:00 AM and end at 3:00 PM. We break for lunch and are offering the way to keep our energy levels high.

POWDERKIDS CLUB — 7-12 YEARS OLD

All PowderKid's instructors have been specially trained to work with children. Our first priority is for all our students to enjoy themselves and have fun — safety. And while they are doing that, we're going to teach them some valuable skills. Since we know that one of the best ways to teach a child is by having fun, that's what we do. Your kids will feel like they have been playing all day, and learning is the best part of it.

www.powderkids.com/jonesfamily



PowderKid's Ski School classes range from introductory to advanced skiing or snowboarding. Full-day sessions include instruction, lift access, rental equipment, helmet, and lunch for children ages 3-12. Snowboarding classes are available for kids 7-12 who are at an advanced skill level.

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Replace with offset

POWDERKIDS SKI SCHOOL LOCATIONS

- Whistler, British Columbia
- Vail, Colorado
- Aspen, Colorado
- Squaw Valley, Nevada
- Sun Valley, Idaho



With many locations in North America, visit our website to register for classes at your next ski holiday.
www.powderkids.com

**JONES FAMILY,
TEACHING KIDS TO
LOVE SNOW SPORTS**

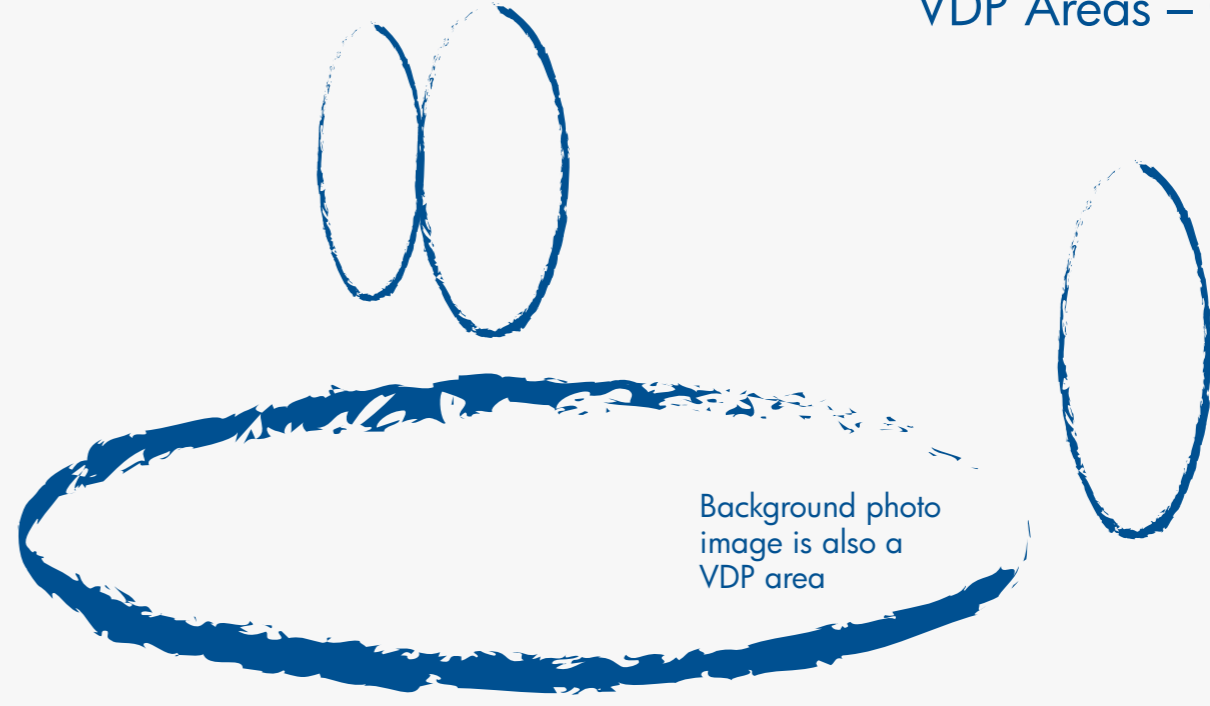


Printed on offset

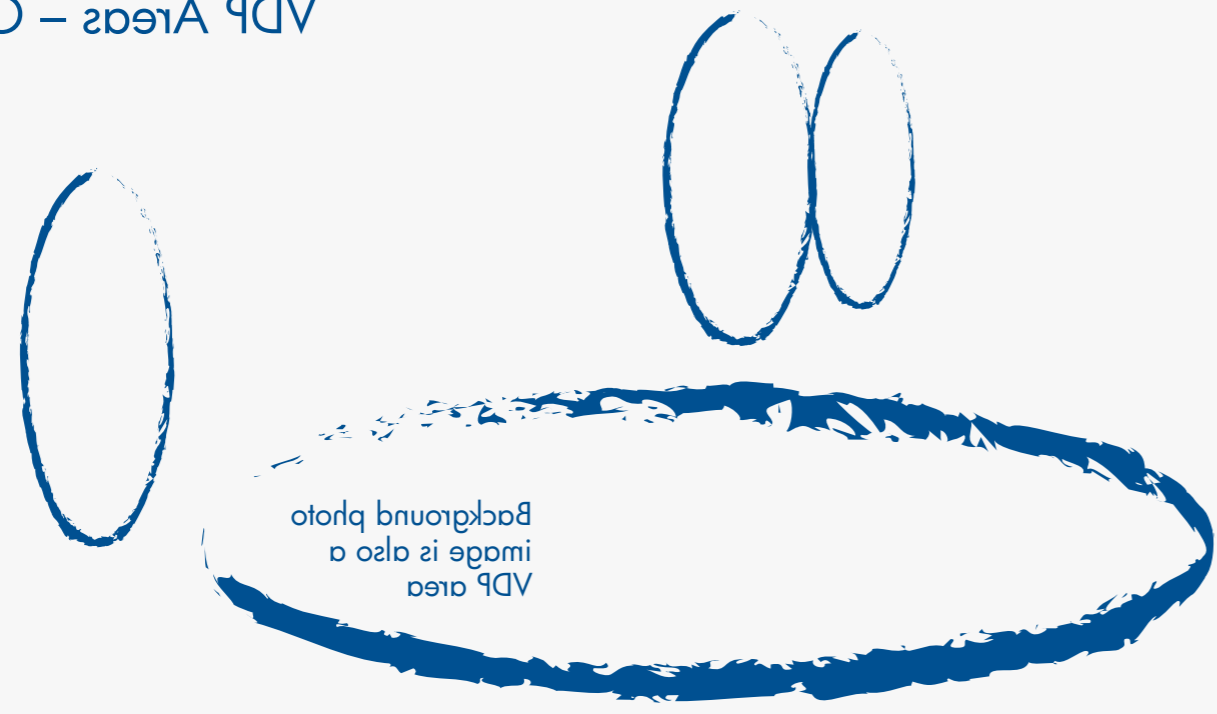
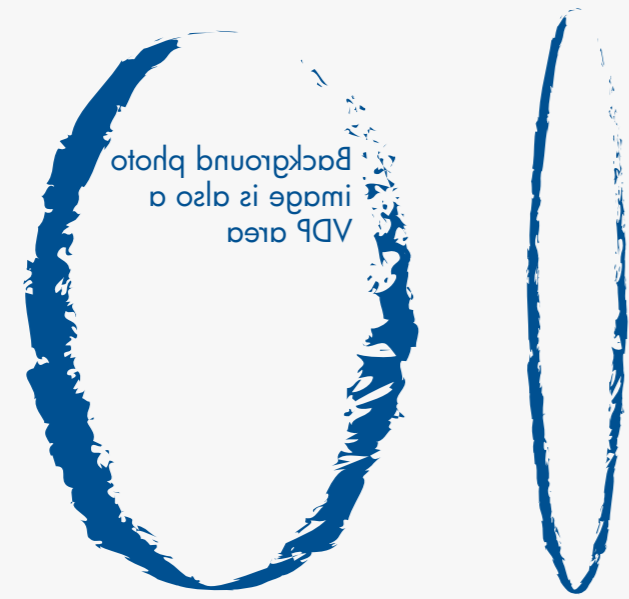
Paper type: Uncoated offset 70-lb text, 104 gsm



Background photo image is also a VDP area



Background photo image is also a VDP area



All PowderKids instructors have been specially trained to work with children. Our first priority is for all our students to enjoy themselves and have fun — safety. And while they are doing that, we're going to teach them some valuable skills. Since we know that one of the best ways to teach a child is by having fun, that's what we do. Your kids will feel like they have been playing all day, and learning is the best part of it.

www.powderkids.com/jonesfamily



PowderKids Ski School classes range from introductory to advanced skiing or snowboarding. Full-day sessions include instruction, lift access, rental equipment, helmet, and lunch for children ages 3-12. Snowboarding classes are available for kids 7-12 who are at an advanced skill level.

Whistler, British Columbia
Vail, Colorado
Aspen, Colorado
Squaw Valley, Nevada
Sun Valley, Idaho
Jones Family,
We know Aspen is the best location for you. Join our Family Ski Clinic and you'll enjoy it even more.



With many locations in North America, visit our website to register for classes at your next ski holiday.
www.powderkids.com

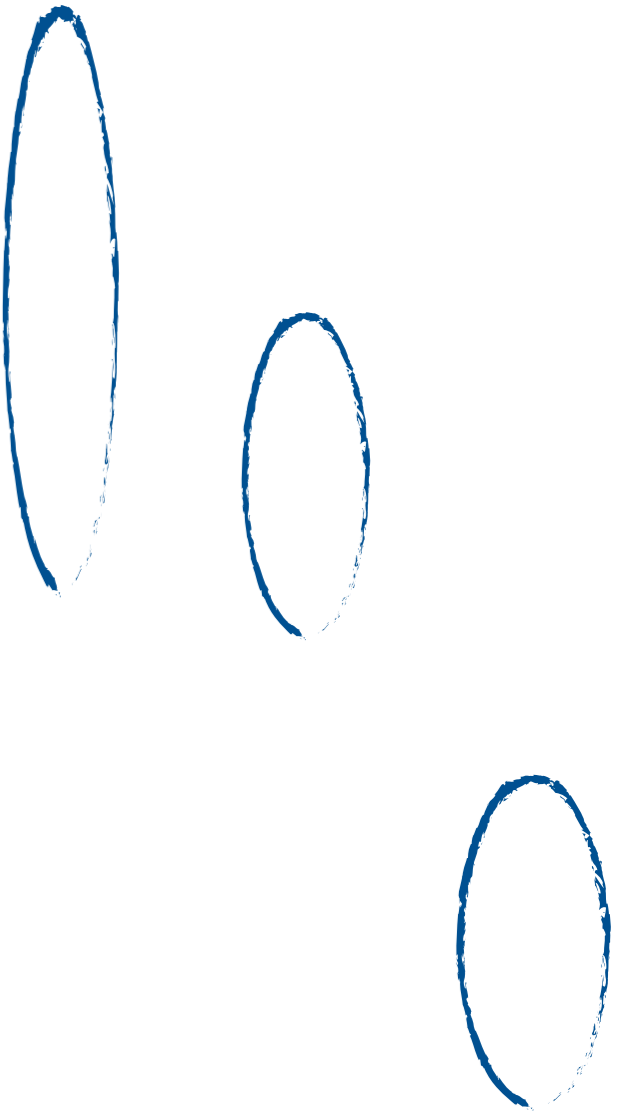


POWDERKIDS SKI SCHOOL

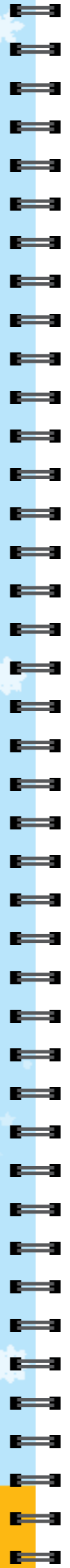
FAMILY SKI CLINIC
February 4-7

ASPEN
COLORADO

JONES FAMILY, DON'T MISS THE FAMILY SKI CLINIC



VDP Areas – Case Study 2



FAMILY WINTER SPORT FUN FOR THE JONES FAMILY

THE ANNUAL FAMILY WEEKEND

There are great things planned for this year's Family Snowboarding Clinic in Aspen. We've created a program with plenty of individual snow time, along with lots of great family fun.

David and Jane, you can build your own schedule with as many classes and activities you want.

And Emma and David Jr. will be in their groups with breaks for family fun.

To get all the details, book your stay, and create the perfect weekend getaway for your family, go to:

www.powderkids.com/jonesfamilyclinic

PERFECT FOR EMMA

3 & 4 YEARS OLD

For our youngest skiers, this program teaches kids the basics. Your kids will get comfortable using their equipment in the snow, and have lots of fun doing it. Classes for this age group last no more than 2 hours, with lunch served following the lessons.

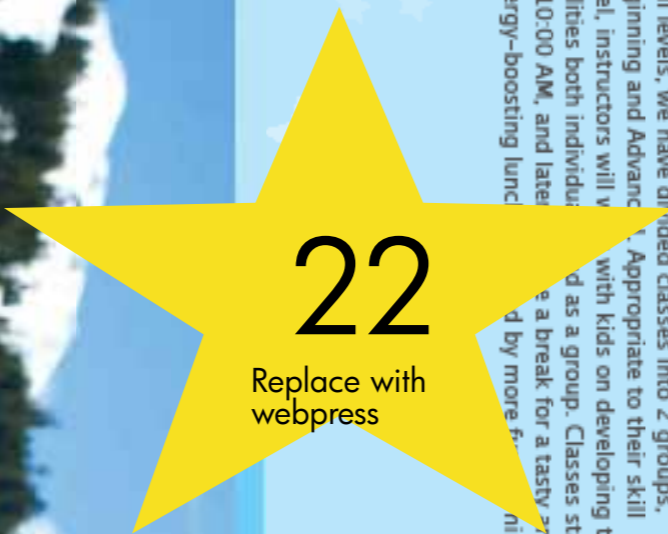
HELPFUL REMINDERS

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- Ages 4 and under ski for free
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- Children ages 13 & over are considered adults and pay the adult price
- Please supply your children's shoe size, height, and date of birth, to reserve the proper equipment and class placement



SNOWKIDS CLUB — 5 & 6 YEARS OLD

Since some kids at this age are already at different skill levels, we have divided classes into 2 groups. Beginning and Advanced. Appropriate to their skill level, instructors will work with kids on developing their abilities both individually and as a group. Classes start at 10:00 AM, and later in the day by more fun and energy-boosting lunch.



GREAT FOR DAVID

POWDERKIDS CLUB — 7-12 YEARS OLD

Divided into skill levels (Beginning, Intermediate and Advanced) students will enjoy level-appropriate instruction at a fun and fast pace. For our Advanced class, Snowboarding lessons are also available to those students that qualify. These are full-day classes that start at 10:00 AM and end at 3:00 PM. We break for lunch and snacks along the way to keep our energy levels high.



TEACHING KIDS TO LOVE
SNOW SPORTS

THE ANNUAL FAMILY WEEKEND

There are great things planned for this year's Family Ski & Spa Clinic. We know you don't all ski, so we've created a flexible program for **Sandy** and **Bill** to enjoy as much spa or skiing as you like, while **Dan** and **Tim** can ski all day long.

Everyone can build their own schedules, including some great together time. Kids will be in their groups, with breaks for family fun. To get all the details, book your stay, and create the perfect ski weekend for your family, go to:

www.powderkids.com/timmfamilyclinic

FOR THE LITTLE ONES — 3 & 4 YEARS OLD

For our youngest skiers, this program teaches kids the basics. Your kids will get comfortable using their equipment in the snow, and have lots of fun doing it. Classes for this age group last no more than 2 hours, with lunch served following the lessons.

HELPFUL REMINDERS

- Children must be 3 years old, potty trained and willing to learn to ski and to participate in ski school
- Ages 4 and under ski for free
- Children's lift tickets start at age 5 and go to age 12
- Children ages 13 & over are considered adults and pay the adult price
- Please supply your children's shoe size, height, and date of birth, to reserve the proper equipment and class placement

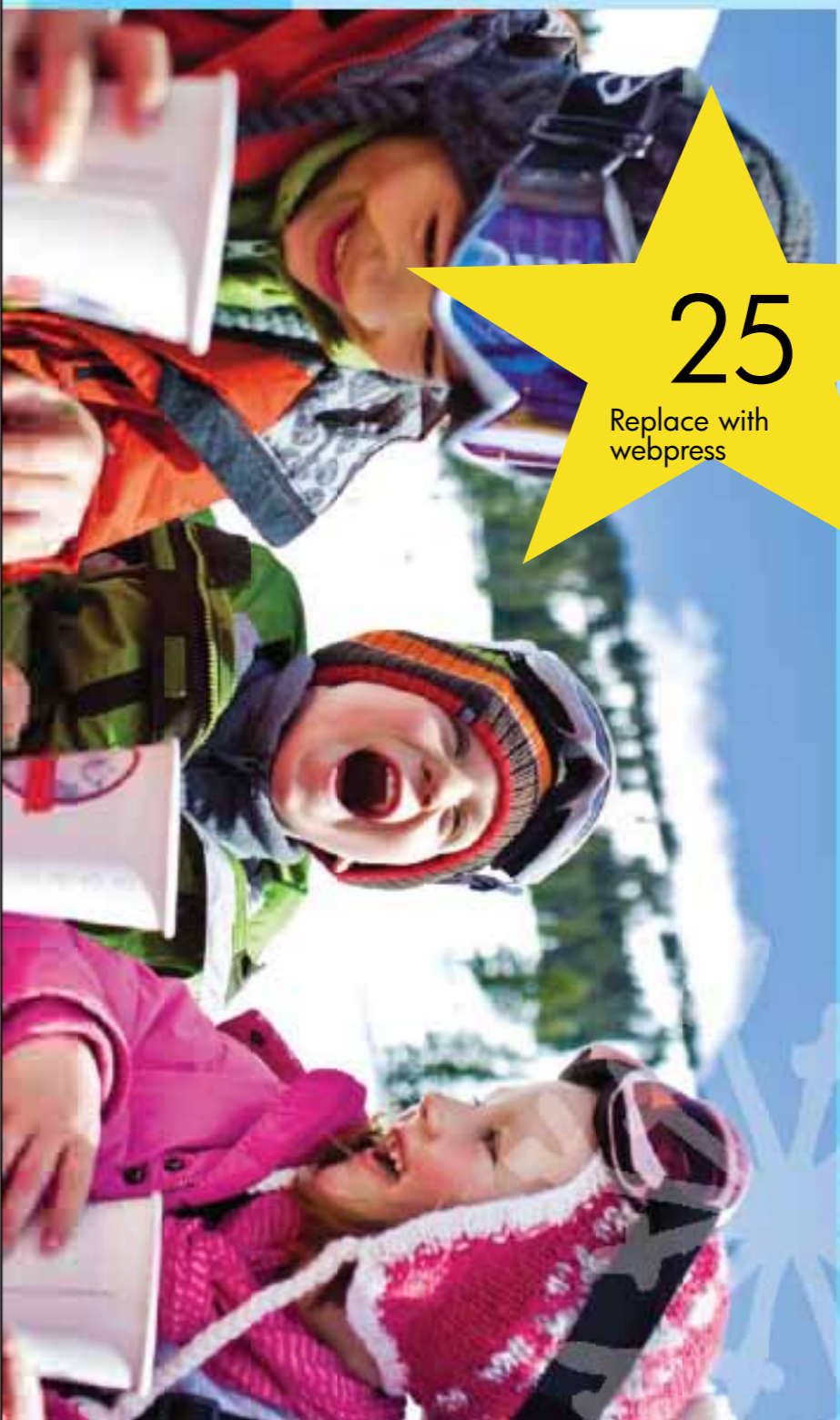


PERFECT FOR DAN & TIM
5 & 6 YEARS OLD

Since some kids at this age are already at different skill levels, we have divided classes into 2 groups. Beginning and Advanced. Appropriate to their skill level, instructors will work with kids on developing their abilities both individually and as a group. Classes start at 10:00 AM, and later we take a break for a tasty and energy-boosting lunch, followed by more fun learning.

POWDERKIDS CLUB — 7-12 YEARS OLD

Divided into skill levels (Beginning, Intermediate and Advanced) students will enjoy level-appropriate instruction at a fun and fast pace. For our Advanced class, Snowboarding lessons are also available to those students that qualify. These are full-day classes that start at 10:00 AM and end at 3:00 PM. We break for lunch and snacks along the way to keep our energy levels high.



25

Replace with
webpress

Printed on an HP Color Inkjet Web Press

Paper type: International Paper, Accent Opaque with ColorPRO Technology 70-lb wt., 104 gsm

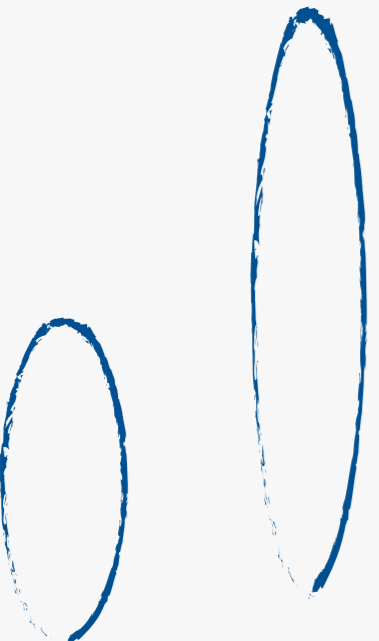
Ink coverage: 44.9%

VDP Areas – Case Study 3



24
Transparency

VDP area
image is also a
background photo



All PowderKids instructors have been specially trained to work with children. Our first priority is for all our students to enjoy themselves and have fun — safety. And while they are doing that, we're going to teach them some valuable skills. Since we know that one of the best ways to teach a child is by having fun, that's what we do.

Your kids will feel like they have been playing all day, and learning is the best part of it.

www.powderkids.com/timmfamily



PowderKids Ski School classes range from introductory to advanced skiing or snowboarding. Full-day sessions include instruction, lift access, rental equipment, helmet, and lunch for children ages 3-12. Snowboarding classes are available for kids 7-12 who are at an advanced skill level.

WHICH SKI RESORT LOCATIONS

Vail,
Aspen,
Squaw
Sun Valley

26

Replace with
webpress

Timms Family Ski School is the best ski location for you. Visit our Family Ski School website this year and you'll enjoy it even more.



With many locations in North America, visit our website to register for classes at your next ski holiday.
www.powderkids.com



TIMMS FAMILY, WE'VE GOT SOMETHING FOR ALL OF YOU

Printed on an HP Color Inkjet Web Press

Paper type: International Paper, Accent Opaque with ColorPRO Technology, 70-lb text, 104 gsm

Ink coverage: 38.1%



Not only do response rates increase with personalized direct mail; those responding spend more money with average order sizes increasing up to 24% and higher.

Case study 3: IMPROVING THE PROCESS AND ITS EFFECTIVENESS AT THE SAME TIME

The problem

The two-step process of using preprinted offset shells is not only expensive and time consuming, it also places limitations on response turnaround times.

The solution

Print full-color VDP in a single print pass for reduced costs and quick turnaround because there is no warehousing of preprinted forms and associated inventory overhead. Most importantly, increase the impact of the messaging with relevant imagery.

28



While containing some personalization, this letter was printed in a double-pass process that doesn't allow for full-color personalization: First the shell is printed in an offset process; next the variable text is printed individually in black text only.



This same campaign, but printed on an HP Inkjet Web Press in a single pass, allows for full-color VDP.



Even better, this same campaign contains not only full-color variable text, but also personalized images.



Angela Brown
257 Argyle Street
Birmingham, B5 6DS
United Kingdom

29

Replace with offset



To get the most out of your time with us, please prepare the following for your appointment.

- Images of wedding dresses you like
- Information about the wedding: date, time, venue
- Any special considerations such as: mode of transportation to wedding, or activities at wedding
- Selected color scheme
- Name of wedding coordinator
- Details of wedding party participants



For the Most
Special Day in Your Life

Wedding
Bliss

Wedding
Bliss

For the Most
Special Day in Your Life

Wedding Bliss
1741 Spring Valley
Birmingham, B5 6DS
44-123456789
www.weddingbliss.co.uk

Wedding Bliss

For the most special day of your life

Dear Angela,

Heartfelt congratulations on your recent engagement! This is truly a special time in your life. Preparing for one of the most important and special days of your life can be both exciting and overwhelming.

We are so glad you approached Wedding Bliss at the recent Luxury Bridal Showcase. With many important decisions to make, and of course wanting them to all be perfect, we at Wedding Bliss are confident that we can make your wedding as special as it was meant to be.

As you know, Wedding Bliss specializes in custom bridal gowns and wedding wear for your entire wedding party. The right time to start working on what will be the most incredible dress, designed just for you, is now. You are invited to our studio for a no-obligation consultation with our renowned dress designer, Tamara Lowry and our expert bridal consultant, Nikki Johnson.

To prepare for this meeting, we would like to you bring along images of dresses that you like. We will also be discussing your aesthetic preferences along with any decisions you have made with regards to the wedding. Tamara and Nikki's extensive experience has created some of the most exquisite dresses and brides. And they are ready to do the very same for you.

To make your appointment please call us at (555) 555-5555 to schedule a time to meet. We like to take our time with our brides, so please allow

Once again Angela, congratulations on your engagement! We look forward to a meeting with you and being a part of making your special day, extraordinary.

Many thanks,

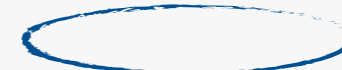
Jason Jones
Managing Bridal Consultant

30

Replace with offset



VDP Areas – Case Study 3



31

Transparency



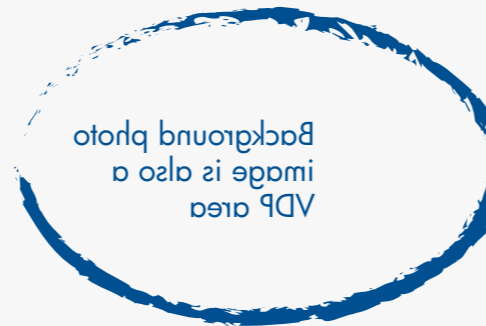
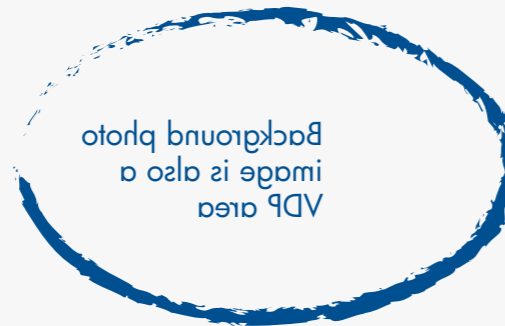
Background photo image is also a VDP area



Background photo image is also a VDP area



Background photo image is also a VDP area



Wedding Bliss

For Angela & Brian's Special Day

Dear Angela,

Heartfelt congratulations on your recent engagement to **Brian**! This is truly a special time in your life. Preparing for one of the most important and special days of your life can be both exciting and overwhelming.

Angela, we are so glad you approached Wedding Bliss at the recent Luxury Bridal Showcase. With many important decisions to make, and of course wanting them to all be perfect, we at Wedding Bliss are confident that we can make your wedding as special as it was meant to be.

As you know, Wedding Bliss specialises in custom bridal gowns and wedding wear for your entire wedding party. With your wedding planned for **June**, it's the right time to start working on what will be the most incredible dress, designed just for you. You are invited to our studio for a no-obligation consultation with our renowned dress designer, **Tamara Lawry** and our expert bridal consultant, **Nikki Johnson**.

To prepare for this meeting, we would like to you bring along any images of dresses that you like. We will also be discussing your aesthetic preferences along with any decisions you have made with regards to the wedding. **Tamara** and **Nikki's** extensive experience has created some of the most exquisite dresses and brides. And they are ready to do the very same for you.

To make your appointment please call our studio at +44 0121 555 7000 and we can plan a time to meet. We like to take our time with our brides, so please allow 3 hours for this appointment.

Once again **Angela**, congratulations on your engagement. We look forward to meeting with you and being a part of making your special day, extraordinary.
Many thanks,

Jason Jones
Managing Bridal Consultant



Thank you for visiting us at the Luxury Bridal Showcase





Angela Brown
252 Angyle Street
Birmingham, B5 6TS
United Kingdom

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**Angela & Brian's
Wedding Bliss Appointment Checklist**

- Images of wedding dresses you like, appropriate for your summer wedding
- Exact date and venue details for your June wedding
- Any special considerations such as mode of transportation to wedding, activities at wedding
- Selected color scheme
- Name and contact details of wedding coordinator
- Details of wedding party participants



Wedding Bliss
1741 Spring Valley
Birmingham, B5 6D5
44-123456789
www.weddingbliss.co.uk



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Transparency



Background photo
image is also a
VDP area



Background photo
image is also a
VDP area



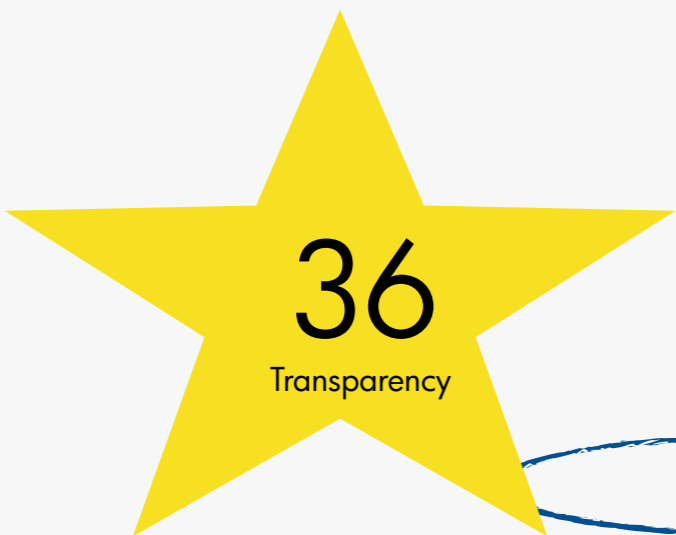
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36
Transparency



VDP area
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VDP area
image is also a
background photo



VDP area
image is also a
background photo

Angela Brown
252 Angyle Street
Birmingham, B5 6LS
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**Angela & Brian's
Wedding Bliss Appointment Checklist**

- Images of wedding dresses suitable for an autumn wedding
- Exact date and venue details for your October wedding, along with color scheme
- Any special considerations such as: mode of transportation to wedding, or activities at wedding
- Preferences for cake design and taste
- Prior to appointment, please visit our website to view seasonal flowers for an October wedding
- Name and contact details of wedding coordinator
- Details of wedding party participants, along with any preferences for attire



For Angela and Brian's
Special Day
in October

*Wedding
Bliss*

*Wedding
Bliss*

For Angela and Brian's
Special Day
in October

Wedding Bliss
1741 Spring Valley
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Wedding Bliss

For Angela & Brian's Special Day

Dear Angela,

Heartfelt congratulations on your recent engagement to **Brian**! This is truly a special time in your life. Preparing for one of the most important and special days of your life can be both exciting and overwhelming.

Angela, we are so glad you approached Wedding Bliss at the recent Luxury Bridal Showcase. With many important decisions to make, and of course wanting them to all be perfect, we at Wedding Bliss are confident that we can make your wedding as special as it was meant to be.

As you know, Wedding Bliss specialises in unique wedding experiences. With your wedding planned for **October**, it's the right time to start working on what will be the most special day of your life. We have a wedding cake designed just for the occasion. You are invited to our boutique, owned dress designer, **Tamara Lawry**; and our expert wedding consultant, **Nick**.

To prepare for this meeting, we would like to you bring samples of (dresses, cakes, venues, and flowers) that you like. We will be discussing your aesthetic preferences and any decisions you have already made with regards to the wedding. During the meeting, we will arrange for a cake tasting, a venue visit, and look at some floral schemes to ensure that everything works in symphony.

To make your appointment please call our studio on 044 0121 555 1212 and we can plan a time to meet. We like to take our time with our brides, so please allow 3 hours for this appointment.

Once again **Angela**, congratulations on your engagement. We look forward to meeting with you and being a part of making your special day extraordinary.

Many thanks,

Jason Jones
Managing Bridal Consultant

Thank you for visiting us at the Luxury Bridal Showcase



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In today's internet age, consumers expect personal, timely, and relevant communication—or they ignore it. Vibrant full color, personalized direct mail with targeted messages fulfills these expectations and drives higher returns on marketing investments

