

## ATTENTION GRABBING MAILING PROJECT

### Company Profile:

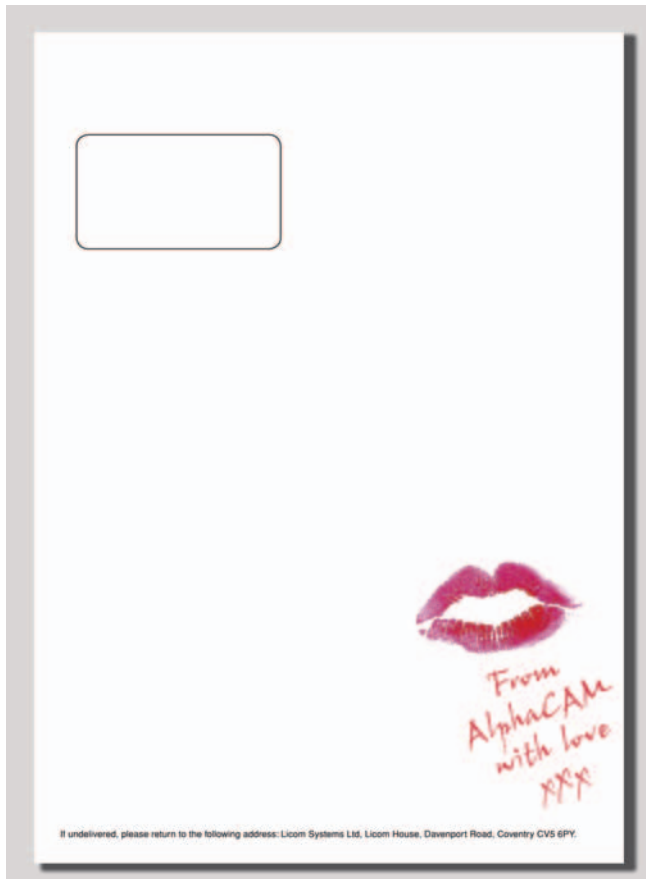
Licom is an integral member of the Planit Group of Companies and sells high-tech computer software into wood and metal manufacturing industries

### Problem Solving Profile:

- A really distinctive "Product Launch" was required for a new range of Computer Software for the automatic design and machining of doors and windows.
- A new market area had to be identified and targeted.

### Solution to Problem:

- A design based around the slogan "You will really love our new Tool" was created on an A4 product brochure
- A special database was purchased
- A letter was personalised to 983 prospects around the UK and coupled with a colour printed newsletter.
- For increased profile these were inserted into a specially printed window envelope showing a red lipstick kiss-mark on the front
- These were mailed to arrive on Valentine's day the 14th February.



### Benefits are:

- Special purpose Designs were created for the project
- Ability to print smallish quantities of leaflets and also special envelopes.
- Personalisation to named individuals from a specially purchased database
- Controlled mailing-out to arrive on a specific date.