



“Combining your customer data with our analytical and creative capabilities can drive new sources of revenue”

Cindy Woodward
President, Early Express Inc.

1333 East 2nd Street
Dayton, Oh 45403
ph 937 • 223 • 5801
earlyexpress.com

Results

Over 5,000 pieces were mailed and website registrations went from 120 to over 1,500—with an overall response rate of 14%.

Organization Description

A state-wide business chamber.

Campaign Objectives

Drive current Chamber members to register on ShopOhio website.

Concept

Companies with 6-15 employees received an innovative full-window envelope that contained 10 invitations to be passed around the office.

For all other companies on the member list, a humorous and attention-getting large format postcard was used to drive website visits.

