

CASE STUDY: Pitney Bowes

CHALLENGE

Pitney Bowes called on us for creative B2B direct mail concepts for over a decade. The company measured success by tracking every response using unique phone extension numbers for each direct mail piece.

SOLUTION

Over the decade we designed and produced a wide range of direct mail pieces - from postcards and letters to unique folds and dimensional mailers, such as the one shown here targeting companies that were "Missing the Boat" on savings by not being loyal customers. Other direct mail campaigns included:

- Paragon II Mailing System Introduction
- "Smart Services Training"
- Y2K Direct Mail
- Red Alert Postal Change (with matching ad campaign)
- Year-long, turnkey direct mail promotion to convert mechanical meter mail clients to USPS digital mail standards (featuring a unique voucher program we developed)
- Comprehensive Service Plan

RESULTS

The direct mail campaigns were so successful we were asked to develop the company's advertising campaign which ran for over three years and had a tracking mechanism to determine the effectiveness of both the media and the message.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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