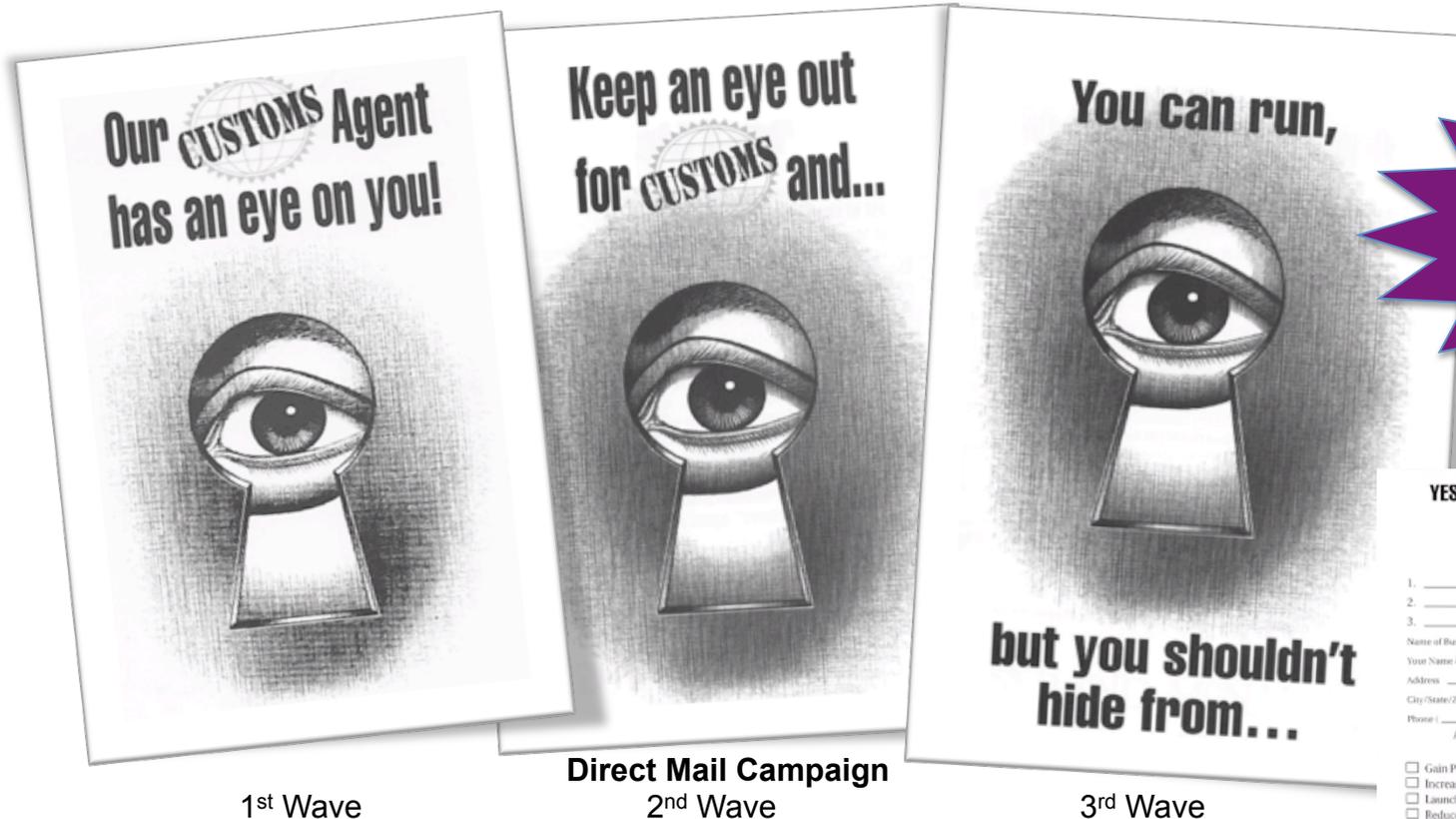


# LEAD GENERATION THROUGH REBRANDED IDENTITY & TEASERS

For months, Rand McNally "Sales Reps" phoned Fortune 1,000 company executives to sell highly-profitable "custom" logoed maps with very disappointing results. Few leads and even fewer sales led to heavy internal frustration, apathy and even potential departmental shutdown.

Rebranding Rand McNally sales reps as **"CUSTOMS AGENTS"**, brought intrigue & excitement to their telemarketing roles & really boosted morale. Combined with sales training and a very cost-effective 3-wave teaser direct mail campaign below, this new group of "Customs Agents" hit their targets and really delivered the goods.

A 23% response rate, huge sales lifts, significant profits AND... a fun, memorable identity that permeated throughout the company.



1st Wave

Direct Mail Campaign  
2nd Wave

3rd Wave



**YES! I would like a Rand McNally "customs" agent to inspect my business and uncover "custom" promotion opportunities.**  
I am declaring my key business goals:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
Name of Business \_\_\_\_\_  
Your Name & Title \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

And I'm very interested in exploring the following marketing/promotion goals through Rand McNally "custom" products. (check those that apply)

|  |  |
|--|--|
| <input type="checkbox"/> Gain Profitable Market Share Growth | <input type="checkbox"/> Leverage Advertising Dollars        |
| <input type="checkbox"/> Increase Brand Awareness            | <input type="checkbox"/> Deliver Corporate/Division Messages |
| <input type="checkbox"/> Launch New Products                 | <input type="checkbox"/> Build Customer Base                 |
| <input type="checkbox"/> Reduce Promotional Costs            | <input type="checkbox"/> Address Recognition Programs        |