

Direct Results Group/SourceLink is one of the premier direct marketing agencies in New England. They wanted a "nonpromotional" promotional package that would position them as cutting edge, forward thinkers. They also wanted to gain valuable desk space in prospects' offices. The result? Marketology, a card deck full of original marketing tips and activities. The deck was divided into four suits relating to different aspects of marketing. Response to the award-winning package was overwhelming with some prospects actually offering to pay for additional copies. The package won a Gold Echo award from the Direct Marketing Association.



■ Copy:

(Box)

Marketology – a new branch of learning that deals with the successful act or business of promoting sales of a product or service to the highest possible level.

Your journey to a higher marketing consciousness.

Marketology is a creative marketing tool that takes your marketing efforts on a journey to a higher level of consciousness. On this trek, you are accompanied by a foursome of wise travelling companions. The Hunter will guide you in pursuit of the elusive customer. The Builder, a planner with strict attention to detail, will lay the groundwork for your marketing plans. The Muse, a creative spirit with a keen understanding of your destination, will inspire. And the ever analytical Surveyor will evaluate your results. Travel along this path and you will be asked to reflect inward as you advance your marketing to the highest level of its potential.

**Use scroll bar to
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Marketology is brought to you by the collective wisdom of the Business Generation Agents at Direct Results Group. Well practiced in the art and science of helping clients get, keep and grow profitable relationships, Direct Results Group has taken all-media marketing to a new level of consciousness. And... results.

(Card)

The Muse

Border Patrol

Translation from one language to another is seldom a word-for-word exchange. Some languages have longer and more complex words than others. Allow approximately 30% more space in your layout for translated copy. This safety margin leaves room for the idiosyncrasies of each language – and keeps your design intact.

Find the user's guide to your latest appliance. Notice the difference in length in the foreign language version.



To read more of Marketology or see other dimensional mailers, please contact me.
