

Forrester Research, a leading research company serving the Fortune 100 market, wanted to reach targeted verticals to promote their Personal View product. The offer was an industry specific sample report. Playing on the idea that the steady stream of emerging technology can lead to inertia, creative presented Forrester as the analyst organization to follow for the right information. A blind envelope was mailed with a brochure and versioned, industry specific letter. Recipients were also sent follow-up e-mails and led to a microsite.



■ Copy:

(Brochure Cover) Drunk with optimism about riches made from the Internet, many companies blindly moved forward to get an online presence in the late 90s. Spending skyrocketed in an attempt to attract "eyeballs." Unfortunately, most found this costly decision to be grossly shortsighted

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In 1998, Forrester predicted that a successful Internet business would have customer service as its cornerstone. Clients quickly reacted by focusing on building the "customer conversation," rather than fruitlessly racing to get page views. This early insight allowed Forrester clients to become successful (and profitable) CRM pioneers in what is now the No. 1 trend in eBusiness.

(Inside Brochure) The decisions you make today impact you tomorrow. Are you prepared to make the right ones? At Forrester we give you the insight to make the right business decisions.

(Letter)

Fact. Fiction.

How do you separate it? Who do you trust? Who knows your business well enough to give you straight answers?

Forrester sees through the hype to help you understand your customers, plan strategies, and select the right technologies.

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