

Photogram

Cards

Direct Mail

Packaging

P.O.P

Promotions

Publishing

Signage

Special Projects



Get 'em to call you back !

It's a fact, direct mail is one of the **best** ways to create customer relationships. But it has a formidable enemy: the wastepaper basket. The key to generating an initial call to **action** is to get noticed. But a full-color mailer with a tired approach is no more a promotion than a red Volkswagen Beetle is a Ferrari. So next time you're planning a direct-marketing campaign, think of doing something **truly** different. A traditional direct-mail piece is soon forgotten. But our **HD Dynamic Printing** process, combined with a 3D treatment, creates a totally **unique** and engaging **experience**. It's a surefire way to get your promotional piece noticed, **kept** and shown to others. Remember, the second step of a call to **action** is to get noticed. The first is to call Photogram.

Applications

- ▶ Collectable promotion pieces
- ▶ Fundraising
- ▶ Product launches
- ▶ Invitations / spécial events
- ▶ Membership renewals
- ▶ And more...

Benefits

- ▶ High retention
- ▶ Strong call-to-action
- ▶ High pass-along readership
- ▶ A totally engaging customer experience

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