



### Promo Expo Direct Mail

Client: N/A  
Agency: Wencel/Hess (CompleteCD duplicating arm)  
Media: Direct Mail Letter  
Audience: 90 PromoExpo Attendees  
Message: CompleteCD will improve your marketing.

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Dear xxxx,

My name is Jason Wencel, and I am the Vice President of CompleteCD, the company that pioneered the business card CD-ROM. If you're like many of our clients, you've probably considered using a multimedia CD, but weren't sure how. CompleteCD can show you how a CD can help in nearly every aspect of your business, and we can provide you with a complete solution that includes a marketing strategy, a multimedia presentation, CD replication, and even unique packaging for your CD.

We have created CDs to solve a wide variety of problems for a broad range of clients, and we have discovered some unique ways to distribute them. On the enclosed fact sheet, you will see how we built a targeted direct mail program around a multimedia CD in order to drive website traffic for The Willy Wonka Candy Factory. The fact sheet also shows a CD we created for the Texas Rangers, which was handed out at games and packaged with Fuji disposable cameras in stores. We have produced several hand-outs targeted at our clients' prospective customers and even CDs for recruiters to distribute at college career fairs.

I hope that these examples have given you an idea for your business. If so, you're probably wondering why you should replace your existing materials. If you're shipping video or audio tapes, bulky catalogs, or mailing a lot of forms, chances are you can save a bundle in postage and production by sending a CD instead. Even if you're just using a simple brochure, CDs will generate higher response rates and present a more up-to-date image. If your marketing goal is simply to increase brand recognition, a CD with a game or other fun activity is an innovative and cost effective way to do this.

I would appreciate the opportunity to discuss with you further what CompleteCD can do to help you add a CD to your marketing program. If you're ready to take the next step, please call me, Jason Wencel, at 312-255-1511, to arrange a presentation or conference call. Please feel free to call me if you have any immediate questions or would like to receive samples of our work.

Sincerely,

Jason Wencel  
Vice President  
CompleteCD