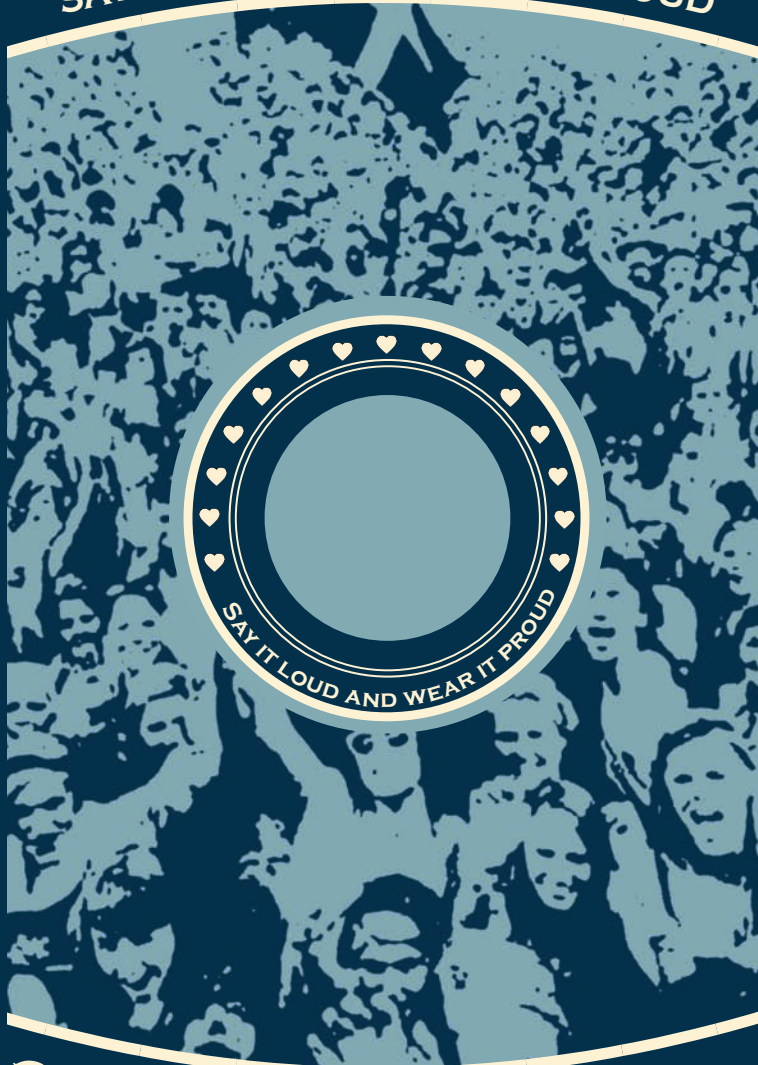


# LOVE INSERTS DAY

SAY IT LOUD AND WEAR IT PROUD



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27TH NOVEMBER 2009

HELP YOUR COMPANY GROW!

**WE HAVE ALWAYS CAMPAIGNED FOR INSERTS, BUT EVEN BY OUR STANDARDS WE SMASHED IT OVER THE PAST 12 MONTHS...**

## **CLIENTS**

- ♥ Converting **43** new or lapsed clients to inserts
- ♥ Growing the spend of **21** more
- ♥ Building our total insert client base to **84**  
(more than any other media agency)

## **STRATEGY**

- ♥ Providing a credible alternative to cold direct mail for **20** times less cost  
(fancy a piggy back insert?)
- ♥ Planning & buying across more media - **845** different titles  
(£20 says you won't know the best ones!)
- ♥ Increasing our volume/spend with **9** out of the top **10** UK publishers  
(at a workable yield, of course!)

## RESULTS

- ♥ Delivering over **65,000** individual responses to **1** insert campaign (the happy client advertised the results!)
- ♥ Outperforming display press by up to **12 to 1** (who says an ad in the mag beats one in the hand?)
- ♥ Achieving a gob-smacking response rate of **7.5%** on a well-planned media schedule
- ♥ Making inserts the number **1** media channel for the majority of our clients



## WORKIN' THE CRUNCH

- ♥ Adding **14** staff to become the UK's biggest insert resource
- ♥ Placing / printing over **1,300,000,000** (yes over a billion) inserts
- ♥ Growing our group turnover by **49%**

**NOW IT'S YOUR TURN...**

# 27TH NOVEMBER 2009

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## LOVE INSERTS DAY

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...SO TURN UP TO THAT SALES,  
MARKETING OR CREATIVE MEETING  
WEARING YOUR BADGE OF HONOUR  
AND GET INSERTS ON THE AGENDA!

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INSERTS ARE AN IMPACTFUL, FLEXIBLE AND RESPONSIVE  
(EVEN SEXY!) MEDIUM.

TO LEARN HOW TO MAKE INSERTS WORK FOR YOU  
CALL OUR NATIONAL HELPLINE AND TALK TO A SPECIALIST

**TEL: 020 7426 5060**

EMAIL: [JIMLEWCOCK@THEINSERTHOUSE.COM](mailto:jimlewcock@theinserthouse.com)

WEB: [WWW.THEINSERTHOUSE.COM](http://www.theinserthouse.com)

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