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For immediate release

TOP 6 TIPS TO BREAK THROUGH IN BOX CLUTTER

You have a matter of seconds to catch your prospects attention as he/she is going through their in box. What will you do differently from your competition that will make your prospect open your materials. Here are a few ideas.

1 Add a third dimension

Postcards are a great way to reinforce your brand, but if you have an initiative you really want to be noticed, a 3D or uniquely sized mailing is one most prospects will open. Think of the last time you had a box on unusual package in your in box. How long did it take you to open it?

2 Oversized, unusual shapes or proportions

Most mailings are letter sized. Going noticeably larger — or smaller — will get noticed. Odd proportions (ie. long and narrow) will as well. Note: the post office has strict guidelines for minimum and maximum sizes as well as the proportion of length to width. Check with the post office to make the size you choose is mailable.

3 Unexpected materials

Finding an unusual material or using a typical material in an unexpected way is sure to get noticed!

4 Give them an offer they can't refuse

People love gifts and getting something for nothing is often the impetuous they need to get them to open the package. It's also a great way to evaluate your ROI (return on investment).

5 Brighten their day

Most envelopes are white. Find an unusual color or material that will stand out among the sea of white.

6 A sense of mystery

A teaser on the outside to get them to open your package

Started in 1991, Gillespie Design helps companies increase their bottom line by creating innovative solutions that get them noticed. From media kits, brochures and packaging to branding and corporate identity, Gillespie Design works closely with clients to develop and enhance their brand. Their clients include American Express, AARP Publications and The New York Times.

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