

# W22

**California relies mostly on more than 1 million individual enterprises, 95% of which employ fewer than 50 people.**

— James Flanigan  
*Los Angeles Times*

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

## **62** % of prospects respond to bank's three-dimensional mailing program

Zions Bank assigned Salt Lake City's Response Advertising to generate face-to-face appointments for bank executives with hard-to-meet corporate managers.

- Steve Cuno, Response Advertising's president, writes that his agency began by asking senior bank representatives to comb their files and identify whom "they would give their left arm to secure as clients."
- Then — avoiding both the stuffy, easy-to-toss mailings many banks notoriously employ and the surface allure of economical but low-response postcards and e-mail messages — Response Advertising developed a series of dimensional mailings that enclosed
  - Stuffed elephants
  - Juggling balls
  - Personal massagers
- Each mailing package included a personalized letter that invited the recipient to telephone his or her Zions Bank manager.
- The promotion also involved a follow-up phone call from the bank.

The program's results earned an International Outstanding Solutions Showcase award from The Imaging Network. Among them:

- After reading the letters in their packages, a phenomenal 6% of prospects phoned to set up an appointment with a Zions Bank officer.

- After receiving follow-up calls, an additional 56% of the bank's prime prospects agreed to meet with a Zions executive to discuss opening accounts.

Sure, three-dimensional mailings cost a lot — so much that probably they will not work economically with cold, or low-wattage lists. But they can produce profitably for high-value sales prospects. They tend to get past secretaries. They stand out from run-of-the-mill competitive promotions, and can generate high readership and response.

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### **Some telemarketers panic, others look on the bright side**

By mid-August, U.S. phone subscribers had placed 31.6 million telephone numbers on the national Do-Not-Call list that went into effect October 1 — with potential fines of \$11,000 for each unwanted call.

Experts estimate that there are 166 million residential telephones in the U.S. Federal government officials believe that phone subscribers will list 60 million, or more than 36% of them, in the Do-Not-Call program by July, 2004.

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