

## Case-Study-Style Direct Mail Pieces

*Is it a DM Postcard? A Case Study? Both!*

There's a kick-butt graphic design firm in Atlanta called *Design That Works* (slogan: "It's not creative unless it works!" Amen to that...).

Consummate pro Linda McCulloch and crew turn particularly successful projects into direct mail pieces masquerading as compelling mini-case study/testimonials with the following sections: *The Challenge*, *Our Solution*, *The Outstanding Results*, and *The* (gushing client) *Quote*. Check out four examples on the following pages.

At [www.greatdesignthatworks.com](http://www.greatdesignthatworks.com), then *Success Stories*, you'll see the same basic success stories, but adapted for the web.

She sends one out two or three times a year to roughly 400–500 people: current clients as well as warm, medium, and hot prospects. While she can't claim that each mailing yields X# of projects, she's been in business for 20+ years and, according to her, "Other than the odd recession, depression, or loss of a client out of no fault of our own (e.g., the company being sold), we've pretty much had as much business as we can handle."

She also hands them out at talks and conferences—as a sort of seriously enhanced business card. What better to give prospects than a quick snapshot of what you could actually do for them? We writers could do this, and even team with a designer whose work we were showcasing, while splitting the cost and promoting both of us.

# BECAUSE GREAT DESIGN JUST ISN'T ENOUGH.

What is **DESIGN THAT WORKS**? Great design that goes *beyond* graphics. **Design That Works** creates fully integrated marketing communications that span a broad range from words to images to final execution. **Design That Works** helps you accomplish your marketing objectives and move your business to the next level. The proof is in the outstanding results that our clients have achieved with **Design That Works**. Check out the latest **DESIGN THAT WORKS!**

## THE CLIENT

**Data Comm Electronics, Inc.**

## THE CHALLENGE

This electronics manufacturer recently rebranded, requiring a redesign of their catalog and website to showcase their products, and using a new set of graphic standards and imagery.

## THE RESULT

The catalog now has a clean, open design, using custom photography of the products as well as lifestyle images to add to its visual appeal. The website follows the design of the catalog, using a yellow grid to create a hierarchy of information and to separate navigation from product information. This database-driven site shows each product individually, just as in the catalog, to allow customers to easily find the products they need, and includes full searchable functionality. Data Comm now has a real presence on the web that they had previously lacked, and a unified image. The catalog and the website clearly go together, strengthening their corporate identity and emphasizing their new tagline and style. Visit their website at [www.datacommelectronics.com](http://www.datacommelectronics.com).

## THE QUOTE

**"Data Comm Electronics recently made a large investment in rebranding the company. You helped us create a catalog and website that highlights our rebranding and our new products. Our customers now see one style of communication from Data Comm Electronics, which helps us build our new brand. Thanks to your talents, skills and project oversight, our new catalog and website now allow us to compete with the major companies in our industry."**

*— Loye Hutchinson, President*

Visit us at [www.greatdesignthatworks.com](http://www.greatdesignthatworks.com) or call us at 770.493.7154 to find out how we can help you improve your image!



Top left: Catalog cover  
Top right: website homepage  
Bottom: catalog inside spread

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## THE CLIENT

**Kistler Financial Insurance Group,® Inc.**

## THE CHALLENGE

Kistler is a well-established collateral insurance firm working with banks and credit unions. Their new tagline and message needed to be expanded to their website, which also needed a dramatic overhaul.

## THE RESULT

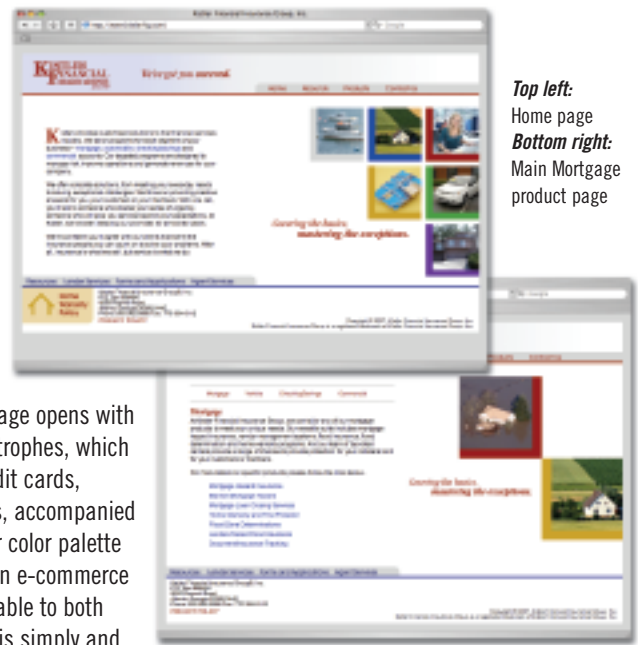
We created a strong, clean and visually appealing website that emphasizes Kistler's strengths. The home page opens with Flash animation showing images of disasters and catastrophes, which roll over to images of repaired and secured vehicles, credit cards, homes, etc. The site introduces each of Kistler's products, accompanied by disaster/insured image pairs. We expanded the Kistler color palette to include blue, green, and gold. The site also includes an e-commerce module for online purchasing of home warranties, available to both lending institutions and consumers. The site navigation is simply and clearly structured, allowing the site visitor to navigate through products without having to return to the home page.

## THE QUOTE

**"Finally, we have a website we can be proud of. It is consistent with our new messaging and look, user-friendly, and very clean. And it showcases us – and our products and services – beautifully. And best of all, your team was a delight to work with, and you finished the project in record time, unlike our previous experiences!"**

*– Mike Chapman, President and CEO*

Visit us at [www.designthatworks.com](http://www.designthatworks.com) or call us at 770.493.7154 to find out how we can help your business! And stay tuned for the next installment of Design That Works!



*Top left:*  
Home page  
*Bottom right:*  
Main Mortgage  
product page

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## THE CLIENT

**Kistler Financial Insurance Group,® Inc.**

## THE CHALLENGE

After completing Kistler's messaging, marketing launch and website overhaul, our next challenge was to create an outstanding array of printed collateral pieces that truly extend the brand.

## THE RESULT

Using the perfect image of a large burgundy umbrella above a sea of gray, anonymous umbrellas, we designed a pocket folder and a corporate capabilities sheet. The umbrella image adheres to our original marketing promotion of an actual umbrella silkscreened with the Kistler tagline. The capabilities sheet uses some of the same images we leveraged for the website, allowing the image expenses to be extended over several projects. The total package includes a cover sheet for sales presentations, a products/services sheet, and a complete redesign of Kistler's existing identity package. **Check out the Success Stories section of our website to see the entire array of printed materials.**

## THE QUOTE

**"What a pleasure it is to have professional-looking, consistent sales materials to leave behind with our prospects. Even more importantly, our salespeople love the entire package, and since they had input into the process we know they will use them with pride and confidence. Thanks for your ongoing great work!"**

*— Mike Chapman, President and CEO*

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*Left:* Front cover of presentation folder  
*Below:* Front of two-sided corporate capabilities sheet



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## THE CLIENT

Willeford Haile, CPA, PC

## THE CHALLENGE

A 30-year old CPA firm specializing in dental practices had no defining image, logo or even a tag line that identified them as the specialists they were. Also, the founder had added two additional partners, necessitating a name change.

## THE RESULT

A collaboration between Linda Travis of The Brand Renovator<sup>SM</sup> and Design That Works resulted in a brand strategy and execution that now conveys Willeford Haile's unique position of leadership in the marketplace. We created their corporate identity package, services brochure, website, several ads, trade show graphics and PowerPoint templates – all built around the theme of “Dental Practice Advisors” – and all in time for a large dental conference. We've also created product and service promotional one sheets and a knockout presentation folder to encase all their materials.

## THE QUOTE

“Thank you for the thoughtful and outstanding work you have done for us. The logo cleverly implies our leadership in the field of dental practices, and the way you used the arrow throughout our materials keeps everything consistent and keeps the leadership theme front and center. Best of all, the materials and our presentations at the Hinman Dental Meeting helped us land a new account within a week of the conference!”

– Raymond “Rick” Willeford, Principal

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Back row from left: cover of pocket folder; cover of brochure. Middle row from left: front and inside of announcement/note card; complete identity package, inside of brochure. Bottom row from left: Product and service sheet “shells”; Principal’s speaking services sheet, standard envelope



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