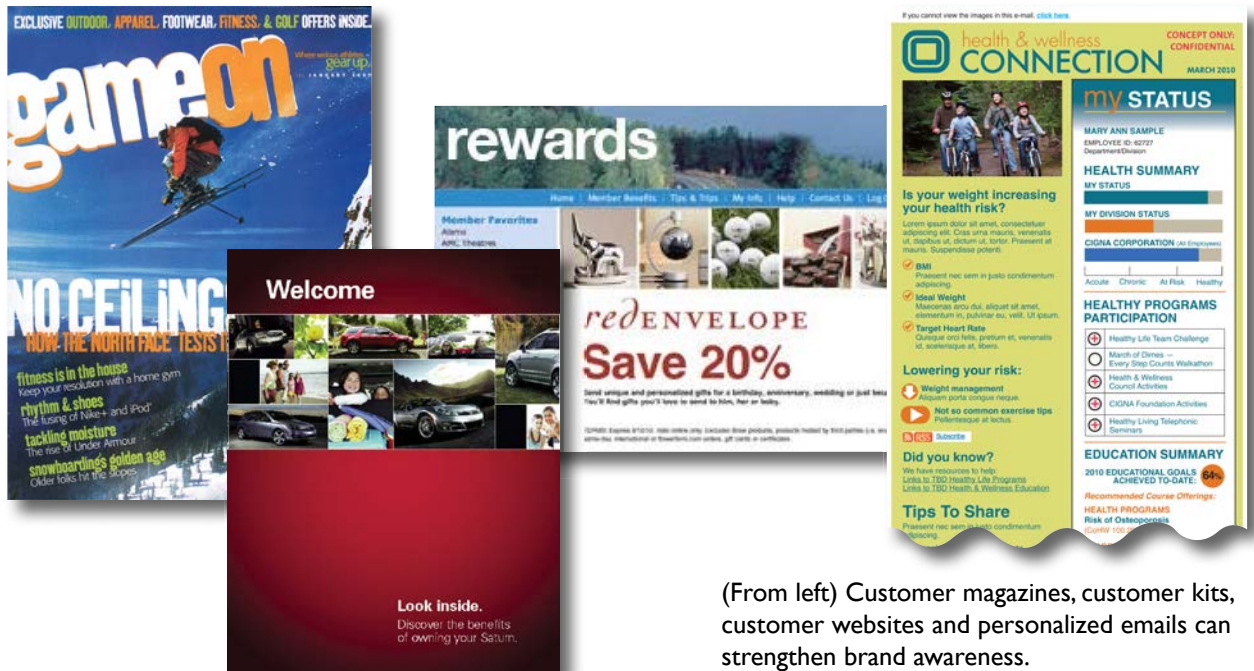


■ CUSTOM COMMUNICATIONS

Target Your Message. Build Brand Loyalty. Increase Sales.



(From left) Customer magazines, customer kits, customer websites and personalized emails can strengthen brand awareness.

DO YOU HAVE a customer communication challenge that you'd like to explore? Do you want to utilize more cost-effective customer communication strategies?

GP Sandy's custom communications can help you strengthen brand advocacy and increase customer loyalty.

GP Sandy begins every project with your short- and long-term goals and objectives – and then we determine the best custom solution to fit your needs.

We've helped companies ...

- Increase store traffic
- Generate additional leads
- Increase lead-to-sale ratios
- Increase incremental repurchase rates
- Increase revenue per customer
- Improve brand advocacy

Strengthen Brand Advocacy:

- CUSTOMER KITS – touch customers during critical life-cycle phases, such as Welcome and Repurchase
- ONLINE COMMUNITIES – promote a sense of community and build advocacy within a group
- CUSTOMER WEBSITES – connect with customers online to educate, engage, and influence behavior
- BLOGGING – engage your customers in smart, active conversations about your company and your product
- PERSONALIZED EMAILS – reach people in a cost-effective way to deliver unique content specific to each individual and engage them in your business

Increase Customer Loyalty:

- **TARGETED COMMUNICATIONS** – deliver targeted, relevant content to build long-term loyalty
- **PERSONALIZED MAGALOGS** – combine catalog and personalized magazine content with targeted offers to drive sales
- **E-ZINES** – broaden your customer reach with digital communications–be green and cost-effective at the same time

Targeted communications such as e-zines and magalogs can increase customer loyalty



The AOI Advantage: Personalization

- **OUR AUDIENCE OF ONE (AO1)**
Proprietary technology takes customization one step further by targeting specific individuals with key messages at the right time! This unique and proven technology allows you to speak differently to each individual depending on their interests and your marketing objectives.
- **TARGETED**
 - Personalize your communications to deliver the right message to the right person at the right time
 - Provide higher levels of personalization to your most valuable customers or other targeted segments
- **FLEXIBLE & INTEGRATED**
 - Delivery can be digital or print
 - We custom-design the format depending on your specific short-term or long-term needs
 - Can be a stand-alone program or can complement your existing loyalty initiatives

- **A RANGE OF SERVICES**
 - We offer a full range of services including turnkey operations
 - Research
 - Editorial
 - Graphic Design
 - Web Development
 - Database Management
 - Production Management
 - Project Management
 - Call and Data Entry Centers
 - Measurement



We understand how to make personalization work harder for you. Find out how our experienced GP Sandy team can make a difference.

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