



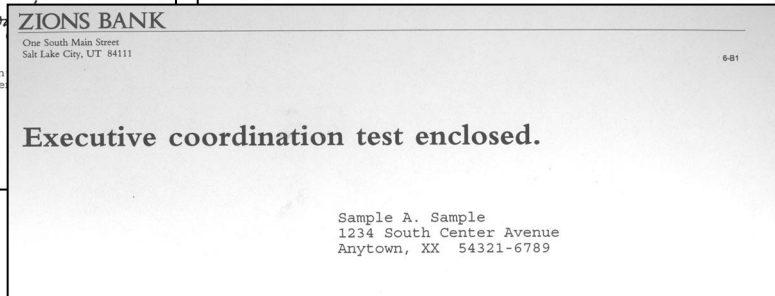
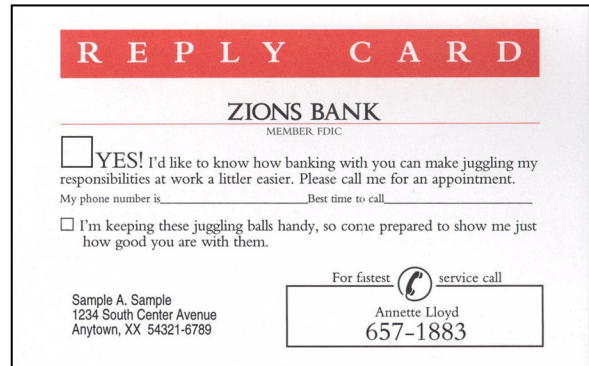
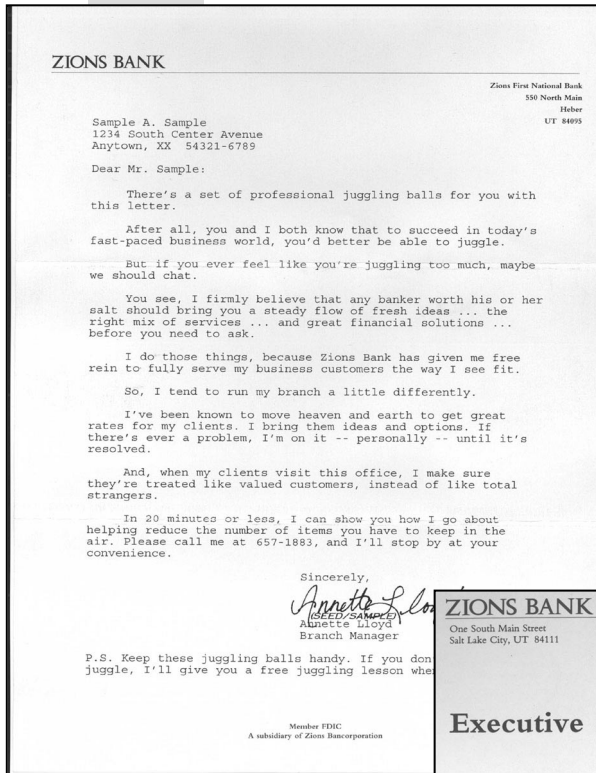
**PROJECT: ZIONS BANK LEAD GENERATION PACKAGE**  
**Segment: Direct Marketing: Lead Generation**

*Program objectives*

- Obtain appointment with high-value prospects.
- Increase bank business.
- Convert hot prospects into customers while building long-term relationships.

*Significant results reported by user*

- 60% of prospects contacted set appointments.
- Immediate bank business increased by several million dollars.
- Production time was reduced compared to traditional mail merge.
- Postal savings of over \$15,000 due to co-mingling various bank officers' letters.



Segment	Direct Marketing: Lead Generation
<p><b>Participants</b></p> <p><b>Client</b></p> <p><b>Print Provider</b></p> <p><b>Creative Agency</b></p> <p><b>Software Application</b></p>	<p>Zions Bank, <a href="http://www.zionsbank.com">www.zionsbank.com</a>, a regional bank with 149 locations in Utah and Idaho.</p> <p>Laser Mail, <a href="http://www.laser-mail.com">www.laser-mail.com</a>, printed these personalized mailers on Xerox DocuPrint N40 printers and Canon Imagerunner 550 printers.</p> <p>Response Advertising a creative agency that specializes in effective dimensional direct mail. 801-943-2678, <a href="mailto:steve@responseadvertising.com">steve@responseadvertising.com</a>.</p> <p>PrintShop Mail, <a href="http://www.printshopmail.com">www.printshopmail.com</a>, from Atlas Software, a developer of software aimed at optimizing information flow.</p>
<p><b>Program</b></p> <p><b>Target Audience</b></p> <p><b>Time Period</b></p> <p><b>Description</b></p> <p><b>Awards</b></p>	<p>Hottest prospects for 152 of Zions bank officers.</p> <p>February 5 through April 9, 2001</p> <p>Faced with a competitive environment Zions Bank wanted to increase business and build relationships with its premier prospects. Response Advertising designed a dimensional mailing to “break the ice” for Zions bank officers.</p> <p>Each of the 152 bank officers compiled a list of names of business people they considered to be their most important prospects. A mail campaign was created by Response Advertising, with letter-shop services by Laser Mail, that consisted of a series of three packages mailed to the individual prospect over a ten-week period. Each package contained a carefully crafted sales letter, a reply card and a gift. The gift consisted of one of the following items: a set of juggling balls, a stuffed elephant, a roll of duct tape, a pair of trouser suspenders or a wooden back massager. The mailing label, letter and reply card were all cleverly tied in with the gift.</p> <p>The reply card was pre-filled with the prospect’s name and address and included an enticement for the individual to make an appointment with a Zions bank officer.</p> <p>Laser Mail was able to produce this campaign using PrintShop Mail. Instead of using hundreds of separate layouts, Laser Mail only used 15 layouts. Sales letters were printed on Zions’ preprinted stock which was customized into letterhead at run time by incorporating the bank officer’s name and return address.</p> <p>Outstanding Solutions Showcase Award for 2001 from the Imaging Network Group.</p>



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