

Your Name



Look – your own personal flyer!

personalised publicity from

TURNERS MEDIA LTD

WWW.TURNERS.CO.UK



What do we do?

We are a creative design operation using cutting-edge technology to push the boundaries, in order to develop graphically personalised products and solutions that communicate and perform in a more effective manner.



Why do we use personalisation?

The purpose of using personalised publicity is to give the receiver a feeling of being personally contacted. It gives an impression that considerable effort has been taken to make contact with that person (which is true) and that they have been singled out for special treatment. As a result, the message is more conspicuous and stands a far better chance of being read.

How do we generate a personalised campaign?

Ideas are transformed into stunning design visuals, snappy copy is penned and applied to artwork. Images are sourced and prepared for processing.

Database content is filtered and cleaned-up and, if necessary, fresh datalists acquired from leading sources to increase the scope for capturing new business contacts.

Next, the project is prepared for the required format – either electronic or print. We produce graphically personalised email campaigns that appear to have come from the customer's own server or, if more appropriate, we will print using the best digital print process and equipment.

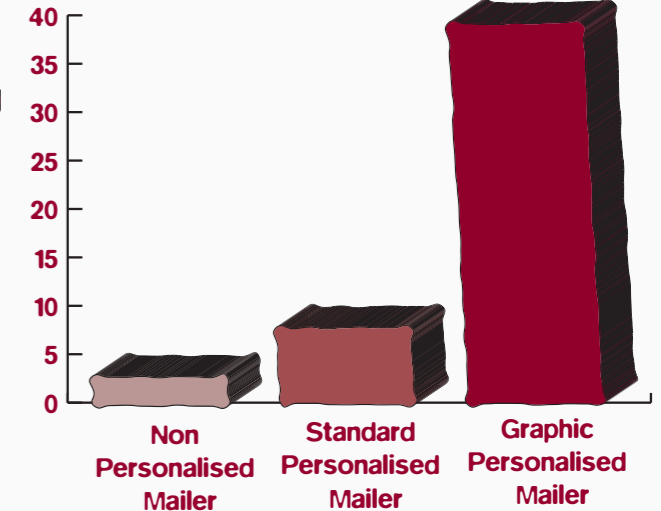


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How cost-effective is personalised publicity?

Tests of mailing campaigns which use personalised graphics show a marked improvement in response rates.

Indeed, Sainsbury's have recorded a response rate as high as 40% with their birthday bonus incentive. The cost of graphic personalisation over a conventional mailshot is not excessive and varies according to the complexity of the preparation work involved, but the increased response rate gives an excellent return on investment.



What images can be used?

Any image that contains an element that can be converted into letters is suitable for graphic personalisation. The lettering can be as simple as a standard pc typeface or it may be necessary to generate a graphic font, such as the alphabetti spaghetti illustrated here. When this has been done, a database is prepared for the software to automatically generate a separate image for every name on the list.

We are continually preparing new schemes which can be viewed on our website, but please contact us for further information regarding a specific requirement.



What can be personalised?

Personalised graphics are suitable for providing additional interest to Calendars, Greetings Cards, Mailshots, Postcards, Posters, Mousemats, Invitations etc. and also email marketing campaigns.

The inclusion of a personalised graphic in a targeted mailing campaign will make the difference between the message being read or deleted.



What can we do for you?

We can provide a one-stop solution for innovative publicity requirements. With many years experience at generating direct marketing campaigns, we have developed our expertise further by strategically and creatively targeting the appropriate market sector and also making special contact with the end user.

Our electronic email campaigns offer a unique opportunity to convey information – electronic newsletters gain attention by virtue of the impact that personalised graphics create. Our digital print technology rivals the quality of litho and has allowed the facility of incorporating personalised graphics into a print run with stunning results.

Please contact us if you would like further information about any of our services and the possibilities of using personalised graphics.

Remember, a document with personalised graphics gets noticed.



PERSONALISED GRAPHICS • E-MAIL MARKETING • DIGITAL PRINT • GRAPHIC DESIGN

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