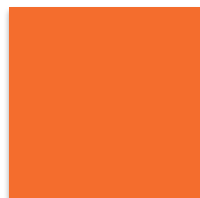




We are Allegra

- Derived from *allegro*: a musical term meaning to pick up tempo and make livelier
- Origins as a print-only provider
- Today, have evolved into a full-service marketing communications resource for small and mid-sized businesses

Mission – To enhance the value of the businesses we serve.



THE ALLEGRA ADVANTAGE



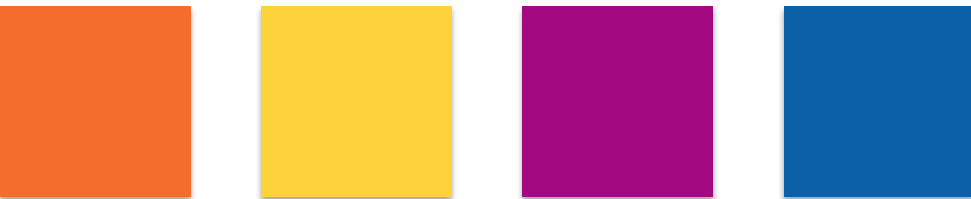
Marketer's Challenge: More Choices to Consider

What generates
the best results?



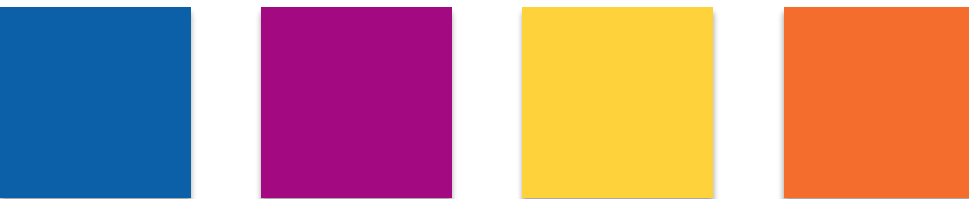
Allegra: Ideas that Deliver

- Campaign development
- Strategic marketing planning
- Measurement and analysis



MARKETING CAMPAIGN GOALS

- Customer retention
- Lead generation
- Donor recruitment
- Employee recognition



[CREATIVE SERVICES]

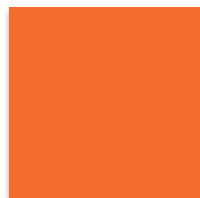
- Graphic design
- Brand identity
- Logos
- Web sites
- Copywriting



[CREATIVE SERVICES]

**Our Guiding Principle:
It isn't really creative if it isn't
strategic or practical.**

- Professionally-designed materials enhance credibility
- Graphic elements increase readership
- Persuasive copy motivates action




[PRINT SERVICES]

- Full-color and B/W printing
- Variable data
- High-volume copying
- Bindery/Finishing



[SIGNS & BANNERS]



You will never win
fame and fortune
unless you invent
big ideas.

-David Ogilvy

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idge

- Indoor/Outdoor
- POP displays
- Trade shows
- Grand opening
- Meetings/Events
- Van graphics
- Safety signs
- Window graphics

[PROMOTIONAL PRODUCTS]

- Target marketing
- Customer appreciation
- Employee recognition
- Incentives
- Sales support



[MAILING SERVICES]



[MAILING SERVICES]

- Postal design – conform to postal regulations
- Tabbing, folding, collating, inserting & sealing – automated for time- and cost-effectiveness
- CASS certification – verify addresses to ensure fewest returns
- Direct addressing and bar coding – speed up delivery time
- Sorting and delivery to the post office

Using bulk rates instead of first class could save you almost \$3,000! (on a 15,000 piece mailing)

[LIST SOURCING AND MANAGEMENT]



[LIST SOURCING/MANAGEMENT]

- Different types (compiled vs. specialty data)
- Consider size of mailing
- Geography (local, regional, national)
- Frequency of mailing
- Target response rate (1% is industry standard)

60% of the success of a direct mail campaign depends upon the list.

You need to talk to the right people who are making decisions about your products/services.

ALLEGRA ADVANTAGE



Single Point of Contact

- Convenience – Eliminate multiple suppliers and points of contact
- Cost savings – Manage costs through process efficiencies
- Time savings – Reduce delivery time
- Accountability – No more ‘finger pointing’
- Access to technology – Allegra is industry leader in communications trends
- Access to subject matter experts – Trained in all marketing communications disciplines



The Power of Our Network



Tap into the
resources and
experience of
more than 550
sister companies

[AT YOUR SERVICE]



Your Single Source for Communications
Strategies With Measurable Results