

a unit of

STU HEINECKE
Marketing and Media

Portfolio of Record-Breaking Campaigns and Controls Using Personalized Cartoons

Over the past 25 years, we've created record-breaking campaigns for some of the biggest direct marketers in the world -- and used our uniquely powerful personalized cartoons to reach some of the world's most inaccessible people, including Presidents, Prime Ministers, celebrities and top corporate officers with surprising ease. With response rates as high as 100%, a multi-million Dollar test history and a growing international network of licensing partnerships, ours is a unique direct marketing story. Here is a collection of some of our most important breakthrough campaigns...

Publishing

Advertising Age Control

Subscription Acquisition Campaign

Results: Highest gross response in four years; set all-time record for cash-with-order; package included 8 x 10 framable poster of personalized cartoon

Forbes Control

Subscription Acquisition Campaign

Results: Served as control for over 2 years; format was a multi-plate snap pack

Outdoor Life Control

Subscription Acquisition Campaign

Results: Beat previous control by 65% raw response, 78% on pay-up; format included double-panel postcard with framable print of cartoon upon pay-up

Arthritis Today Control

Renewal Onsert Campaign

Results: Has served as control for 10 years and counting; onsert affixed to last issue

Harvard Business Review Control

Change of Address Onsert

Results: Produced \$70,000 ancillary revenue from sale of 11x14-inch signed, numbered cartoon prints; significantly offset cost of delivery of subscriber copies

Popular Mechanics Control

Subscription Acquisition Campaign

Results: Double-panel postcard beat previous control by an index of 110

Sales & Marketing Management Control

Subscription Acquisition Campaign

Results: Grossed three times previous control in initial test, continued for several years in different forms; format was closed-face outer with matching letter; included 8x10 print upon pay-up

Restaurant & Hotel Design Control

Subscription Acquisition Campaign

Results: 17% gross response to controlled circulation questionnaire; \$3,500 in ancillary print sales; format was 6x9 window outer with buck slip offering 8x10 prints for sale of cartoon

People Weekly Control

Subscription Acquisition Campaign

Results: Ran as control for several seasons, featured on PBS's NOVA as a "particularly clever campaign"

The New Yorker Control

Subscription Acquisition Campaign

Results: Served as control for 3 years; double-panel postcard with 8x10 cartoon poster upon pay-up

Non-Publishing

Sandoz Pharmaceuticals/Metaprel

4-Wave Product Awareness Campaign

Results: Campaign designed to influence pharmacists to recommend Metaprel over current market leader; 56% response to campaign; 92% increase in product sales

AT&T

PRO WATS Sales Campaign

Results: Doubled previous control; most successful campaign ever for PRO WATS product

Frugal Fannie's

Serial Retail Sales Campaign

Results: Record sales; some customers liked their postcards so much, they refused to surrender them to receive advertised discounts

Marine Midland Bank

ATM Card Campaign

Results: Nearly quadrupled previous control; customers lined up around the block to sign up for ATM cards

Doubleday Mystery Guild Control

Member Acquisition Campaign

Results: Served as control for several years, despite MG Creative Director's firm prior belief that "humor does not work in direct marketing"

Scientific American Book Club Control

Member Acquisition Campaign

Results: Set records; drew personal request from Senator Feingold for a special framed print

Sola Optical USA

Product Trial and Awareness Campaign

Results: Produced more leads in one month than all other methods during the previous year

Standard Parking

Lapsed Customer Reactivation Campaign

Results: Postcard doubled as coupon for free 24-hour stay at airport parking facility; first 30 days' redemptions set all-time record for the most response ever produced for client, including TV, radio, print and d/m; continued to produce redemptions for a year and a half

GSK GlaxoSmithKline/Sucrets

Product Awareness Campaign

Results: The most successful campaign ever mailed for the Sucrets brand

****** Control**

Member Acquisition Campaign

Results: Brand new control for one of the top five mailers in the U.S. (cannot reveal identity yet); jumbo self-mailer format uses custom font of Stu Heinecke's chicken-scratch handwriting within cartoon strip

Contact Campaigns

100% response for Tior Title Insurance

Appointment-Generation Campaign

Results: Personalized greeting cards mailed to 1,200 of their top prospects; reps reported 100% conversion to appointments

Rick Dees, Syndicated Radio Personality

Individual Contact Piece/Postcard

Results: Initial postcard resulted in a 20-year relationship; we've created and produced Rick's Christmas cards every year since that initial contact

Ken Chenault, CEO, American Express

Individual Contact Piece/Suitable-for-framing print with letter

Results: Top-down referral from Mr. Chenault resulted a multi-year deal worth millions of dollars with our client, *The Wall Street Journal*

President Reagan, Canadian Prime Minister Mulroney

NHL V.I.P. All-Star Game Invitation Campaign

Results: Unprecedented positive feedback from recipients was topped off by requests from President Reagan and Canadian Prime Minister Mulroney for additional copies of the invitations so they could be framed

President George H. W. Bush

Individual Contact Piece/Framed print with letter

Results: Received a personal note from former President Bush, detailing his love of golf and expressing his appreciation for the framed print

Patrick Connolly, CMO, Williams-Sonoma

Individual Contact Piece/Letter with hand-personalized cartoon strip

Results: Remarking that this was the best contact piece he'd ever seen, Mr. Connolly invited Stu to Williams-Sonoma's corporate headquarters for a personal meeting

Steve Forbes, Publisher, Forbes Magazine

Individual Contact Piece/Personal note with suitable-for-framing print

Results: The print and note were sent as an expression of thanks for the business we have received over the years from *Forbes Magazine* -- Mr. Forbes responded with a personal thank-you note of his own

Al Roker, Co-Anchor, NBC Today Show

Individual Contact Piece/Giant foam core postcard

Results: Resulted in commitment to appear as a featured cover story celebrity for launch issue of new magazine

USPS NetPost Program

Individual Contact Piece/Framed postcard samples with letter

Results: As a result of this contact effort, our personalized cartoons will be featured in early 2007 as part of the USPS's NetPost program, in which personalized cartoon postcards may be purchased and mailed directly from the USPS Web site

California Governor Pete Wilson

Impromptu Cartoon Greeting on Bar Napkin

Results: Stu quickly drew and sent this cartoon on a bar napkin in a restaurant to then California Governor Pete Wilson, who came over and introduced himself and his wife. Six months later, after announcing his bid for the Presidency, Mr. Wilson contacted Stu to report the napkin had been framed and was on display over the mantle in their home

