

Creative Direct Mail Design: The Guide and Showcase



Features secrets for staying on the cutting-edge of the industry as revealed by nine of the worlds top direct mail designers known for creating direct mail that gets results. Great tips from copywriters and client service people whose talents contribute to the success of a direct mail campaign are also included. The nine projects highlighted feature successful direct mail campaigns including:

- business-to-consumer
- business-to-business
- invitations/announcements
- special event promotions
- postcards
- catalogs
- nonprofit/association mailings
- development/fund-raising mailings
- three-dimensional direct mail

A gallery showcasing hundreds of the most clever direct mail pieces follows each section. Designers, corporate executives, and small business owners are among the many professionals who will discover exciting ways to get results with direct mail.

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