



## CREATIVE SERVICES

**creative** (krē āf' iv) *adj.* [ML *creativus*] **1** able to create; artistic or intellectual inventiveness **services** (sēr' viz) *n.* **2 b)** work done or duty performed for another or others

**PORTFOLIO**  
FOR PROMOTIONAL USE ONLY



# **FMP DIRECT**

**fmp direct** (fmp • də rekt'; also dī) *n.* [to produce consequence:see RESULTS] **1 ☆ a)** the synergy of solid strategy and creative vision.

## ***DIRECTING OUR EXPERIENCE, TALENT AND ENERGY TOWARD RESULTS***

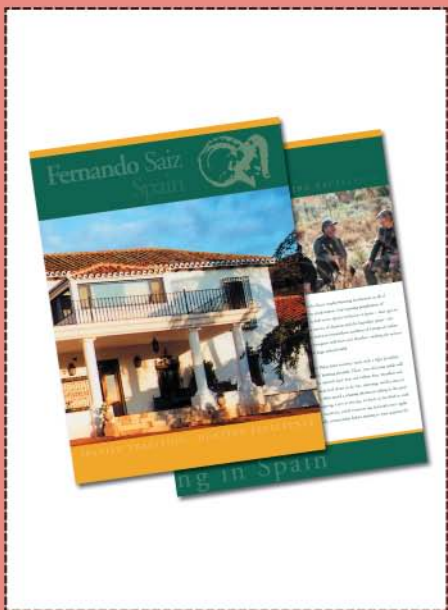
***Launched in 1987 as list compiler and brokerage, FMP Direct has rapidly evolved into an award-winning, full-service ad agency boasting a staff of some of the brightest, most innovative professionals in the industry.***

***Today, we stand as an organization with a track record of developing cost-effective marketing solutions. We work in concert with our clients on everything from single, specifically-targeted projects to complete, integrated campaigns.***

***Our areas of expertise include strategic planning, mailing lists, creative & web design, print, radio & video production, data processing and database development. Best of all, our distinct departments work in a rare harmony to deliver a confluent, consistent, complete package, so that, in effect, our whole becomes greater than the sum of its parts.***



1019 West Park Avenue • Libertyville, Illinois 60048  
800.995.3343 • [www.fmpdirect.com](http://www.fmpdirect.com)



## ***BROCHURES***

### ***PIÑOS ALTOS ESTATES***

For this exotic, upscale travel destination, the objective was to create a brochure that would not only capture the traditional elegance and luxury of Spain, but also position the client as the country's foremost authority on conservation and native wildlife. The copy was written to retain a relaxed yet informative "travel journal" character, while the rich, colorful layout combined the inherent beauty of the Spanish countryside with the exciting variety of attractions and activity awaiting the reader upon their arrival in Madrid.



# BROCHURES

**brochures** (brō shoor'z) *n.* [Fr < *brocher*, to stitch; see BROACH] a pamphlet or leaflet, esp. one advertising or promoting something

*A well-written, well-designed brochure can do a lot more than just help you sell your product or service. It can enhance your brand image, create excitement about your company, generate new customer awareness and help you secure your existing customer's trust and long-term loyalty.*

*No matter what your brochures and collateral materials need to convey, you can count on FMP Direct to design and produce them quickly, creatively and inexpensively.*

*Call us today to discuss our many brochure package options.*



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## DIRECT MAIL

### EDUARDO'S PIZZERIAS

In the hotly-contested Chicago pizza market, the objective for this mail piece was to position Edwardo's stuffed pizza as a healthy, wholesome alternative to the major chains' "production-line" pizzas. Combining the headline, "The Stuffed That Dreams Are Made Of" with a vibrant, scenic sky background, the piece included a complete delivery menu and special introductory offers, and would go on to be featured as a "Creative Standout" in the industry trade magazine *Pizza Marketing Quarterly*.



# DIRECT MAIL

**direct** (də rekt'; also dī) **adj.** **1** by the shortest way, not roundabout **mail'** (māl) **n.** **2 b)** letters, papers, etc. received or sent by a person, company, etc.

*Whether you'd like to target a specific audience in a single ZIP code or saturate the entire country, there's no more effective, cost efficient form of one-to-one marketing than direct mail. It's personalized, it's personable – and it performs.*

*Since 1987, FMP Direct has been treating its clients to some of the most vibrant, engaging and result-producing direct mail available anywhere. From simple, friendly postcards to extravagant, detail-rich custom designs, we deliver direct mail that's on time, on target, and on budget. And we do it all – from the mailing lists to the design and production to the mail drop – at prices much lower than you might expect.*

*Call us today and let us design a mail campaign especially for you.*



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## **KIDS' LOYALTY**

### **TGI FRIDAY'S**

This imaginative, engaging loyalty program, including sign-up cards, welcome letters, activity mailers and seasonal promotions, captured the hearts of more than 225,000 TGI Friday's Kid's Crew members in the campaign's first 18 months. The blending of custom-designed cartoon characters, contests, sweepstakes, puzzles, games and valuable offers made the program as valuable to parents as it was to the kids, and drove repeat customers through Friday's doors in droves.



# KIDS' LOYALTY

**kids** (kidz) *n.* 5 [Colloq.] children or young people –**adj.**  
**loyalty** (loi' əl-tē) *n.* quality, state or instance of being loyal; faithfulness or faithful adherence to a person, place, duty, etc.

*Today's kids are more influential in their parents' purchasing decisions than ever before. Capture their attention – and their hearts – and you're not only securing an edge over your competitors, you're also setting a cornerstone for the next generation of customers.*

*From kid's clubs to sweepstakes to special promotions, incentives and reward programs, FMP Direct has the experience and savvy to create and execute successful family loyalty programs that kids (and their parents) grab hold of – and just won't let go!*

*Call us today for a free, no-obligation consultation on creating your very own family affinity program.*



## ***CORPORATE IDENTITY***

### **ARROWHEAD LODGE**

From the logo, letterhead and business cards all the way through to brochures, collateral materials and web site design, FMP's creative team designed this stylish, synergistic identity for Gary Bogner's Arrowhead Lodge, one of the premier sportsman's retreats in the United States. Each element is a seamless extension of the others, presenting a powerful and unmistakable brand image.



# CORPORATE IDENTITY

**corporate** (kôr'pə rit) *adj.* **4** [ME *corporat*: see CORPUS] shared by all members of a unified group; common

**identity** (ī den'tə tē) *vt.* **1** the condition or fact of being the same or exactly alike; oneness

*The components of your company's brand – from logos, letterhead and envelopes to print, broadcast and collateral materials – are more than just your identity; they're your professional signature. FMP Direct specializes in making those signatures as distinctive and memorable as the products and services your company offers, helping you garner instant recognition and lasting loyalty from your customers.*

*Small company or large; whether you're just starting out or have been in business for decades; if you need a complete branding overhaul or just a modernizing tweak – you can count on our team of professionals to create the perfect look and feel for you.*

*For a free, no-obligation analysis of your current branding efforts, (along with some recommendations to optimize those efforts), give us a call today.*



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## **NEW MOVERS**

### **THE KOHLER COMPANY**

As the nation's premier manufacturer of faucets and plumbing fixtures, Kohler's objective was to introduce their line of products to new homeowners as soon as they moved in – when most major remodeling decisions are made. This bold, richly designed mail piece welcomes the homeowner to their new neighborhood, extols the virtues of Kohler's exquisite quality, design and workmanship, and invites them to their nearest authorized Kohler dealer with a special, money-saving offer.



# NEW MOVERS

**new** (nōō) *adj.* **3** [ME *newe* < IE \**newus*, new (< BASE \**newo-*) ] not yet familiar or accustomed; inexperienced  
**movers** (mōōv' ərz) *n.* **1** people or things that move

*New movers – those potential customers that have recently moved into the neighborhood – have an immediate need for reliable products and services to help them settle into their new environment. Capture their attention early, and you'll not only get them in the door ahead of your competition's marketing efforts, you'll also lay the immediate groundwork for long-lasting, profitable relationships with them for years to come.*

*Since 1987, FMP Direct has been serving new mover marketers with the nation's most complete and accurate mailing lists, creative design, print production, mailing services and database management – full, turnkey marketing programs that assure you a steady stream of fresh new customers.*

*Call us today for our free "Guide to New Mover Marketing Success," new mover counts for your area and a no-obligation plan for starting your new mover program right away.*



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# WEB DESIGN

## MOVESMITH.COM

FMP's team of writers, art directors and web designers created this friendly and highly interactive web site for Movesmith, one of the nation's most respected sources for moving information, tips and resources. From the copywriting and design to the forging of strategic partnerships with leading advertisers, we transformed what started as a simple vision into an intricate, electronic nerve center for consumers planning a move.



# WEB DESIGN

**web** (web) *n.* **1** the universe of network-accessible information, an embodiment of human knowledge  
**design** (di zin') *vt.* [ME *desinen*] **2** to plan and carry out, esp. by artistic arrangement or in a skillful way

*The World Wide Web, with its instant accessibility to products, services and information, is becoming an increasingly integral component of every successful marketer's arsenal. The web team at FMP understands this importance, and works closely with our clients to write, design and produce the most interactive, colorful and friendly web sites available anywhere.*

*Combining our technical expertise with common-sense tactical strategy and fresh, daring creative, FMP Direct creates websites that are not only memorable, but ever-mindful of your mission.*

*Call us today for a free, no-obligation analysis of your current web site, or, if you haven't got a site yet, a no-hassle, no-pressure brainstorm session to explore the possibilities of having us build one for you!*

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## **RADIO COMMERCIALS**

### **VARIOUS CLIENTS**

From lighthearted and humorous to hard-hitting direct response, our veteran broadcast team has been producing top-notch national and local radio commercials for nearly two decades, including campaigns for Turtle Wax, Gonnella Bread, Dial-a-Mattress and the Chicago Tribune.

Unfortunately, we can't showcase our broadcast prowess here in print, but you can hear it for yourself on our latest radio demo reel. Call us today at **(800) 995-3343**, or drop us a line at **info@fmpdirect.com** and we'll have a copy in your hands in no time.



## LEARN MORE

**learn** (lɜrn) *vt.* **1** to get knowledge of (a subject) or skill in (art, trade, etc.) by study or instruction **more** (môr) *adj.* [ME< OE used as comp. of mycel, big, much] **2** additional; further [eg. get more results]



*Contact us today for a free, no-obligation analysis of your current marketing programs and goals. We'll give you honest, objective opinions and show you ways to increase response, drive new business, bolster customer loyalty and, most importantly, increase your company's profits.*

**By Phone:**

**(800) 995-3343 or (847) 816-1919**

**By Fax:**

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