



## **CATCHING THE EYE OF MARKETING EXECS.**

How do you get past carefully screened calls, stacks of mail, and clogged inboxes to reach top marketing executive? All it takes is a pretty face! Or in this case, Aprimo's eye-catching dimensional mailer that quickly communicated the benefits of Aprimo Marketing, an enterprise marketing management application that provides wall-to-wall visibility into marketing operations. The goal was to set 60 appointments but sales reps scheduled 71 in the first five months alone.

*So, next time you're looking for a creative promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

**Creative Marketing Services, Inc.**

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