



THE ANTIDOTE FOR MOOD SWINGS.

Our research revealed that some 401(k) providers have put their customers on an emotional rollercoaster. Some have outsourced their recordkeeping. Others have made changes that made their customers uncomfortable. Naturally, many benefits managers may feel unhappy, even frustrated, and concerned about the service level and complications in administering their 401(k) plan. This 3D direct mail campaign positioned Fidelity's 401(k) plans as the mood-enhancing alternative, committed to their business, and determined to keep them happy. Creative design, a cute promotional item, and outstanding packaging resulted in significant appointments for Fidelity's 401(k) sales team.

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.

P > 888.681.8600

john@mysalespromotion.com

www.mysalespromotion.com