



BRING TOGETHER TWO GREAT IDEAS.

Want to get your point across quickly? How about a quick metaphor? In this case, we used a zipper to show CFO's how Fidelity can smoothly integrate employees 401(k) and payroll processing, creating a seamless process that saves time and money. The fun factor of an actual zipper meant this direct mail piece definitely broke through the clutter on a busy executive desk.

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.

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