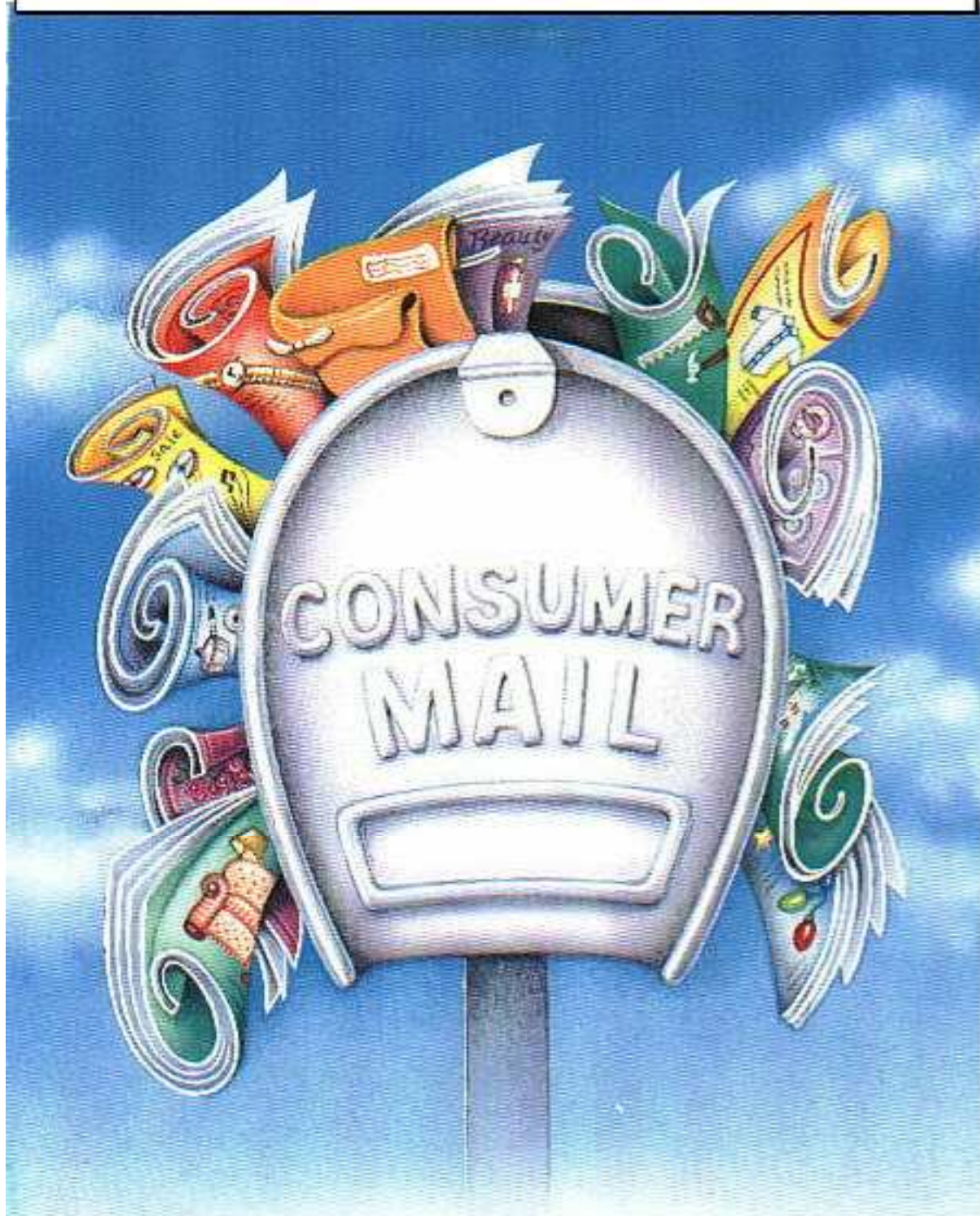


Client: G. Neil (Top 100 B-to-B cataloger/direct marketer/product developer)

Goal: Sell effectiveness of G. Neil's B-to-B List for consumer mailers

Key Marketing Message: B2B Lists are great for consumer offers too.

Creative Strategy: Focus on "crowd" mentality of traditional consumer mail - show how prospect's offer will stand out much better in a B-to-B environment.



Feeling Claustrophobic?