

**A few forward-thinking companies are already achieving breakthrough results with *database-driven* marketing campaigns.  
Now you can profit from their best ideas and strategies!**

[James Sample]

[Title]

[Company]

[123 Street Address]

[City], [Province] [Postal Code]

Dear [Mr.] [Sample]

What's a surefire way to cut down on the time, risk and cost of implementing a database marketing program?

The answer is by building on success. Instead of starting from scratch, the secret is taking a close look at how other companies have done it. To see what works and what doesn't, profiting from their experience.

That's the advantage of attending CASE STUDIES IN DATABASE MARKETING, a concentrated, full-day session presented on October 24, 1996, at CONNEXIONS, Canada's leading resource centre for direct marketing.

Five senior direct marketing experts will share inside information on the successful database marketing campaigns they've designed and implemented for some of Canada's top companies.

**Real world issues. Real results.**

Forget the blue-sky theory and vague trends. This seminar is packed with hard-hitting, practical and proven principles you can apply right away to your own programs. For instance, you'll see how major consumer products companies use database marketing to build brand loyalty and target customers more precisely.

You'll see how the nation's biggest chartered bank is using database marketing to build stronger and more profitable relationships with small business owners. How a leading pharmaceutical company uses database marketing to support new product launches. And how creating actionable segments of your database can lead to breakthrough results at the retail level.

You'll also learn how these companies and others are succeeding with database marketing. You'll get the facts, figures and results. No nonsense. No fooling. That's

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what's so valuable about CASE STUDIES IN DATABASE MARKETING. And why experienced direct marketers find these kind of seminars to be the most important ones to attend.

**Why you should reserve your space today.**

There are only 42 seats available for this information-packed session, which will be filled on a first-come, first-served basis. This is a time-limited opportunity that may not be repeated again.

The only way you can guarantee yourself a spot is by picking up the phone right now and calling, faxing or mailing back the Registration Form in the enclosed brochure.

Why wait? What's going to change between now and a year from now? Quite simply, that more of your competitors will expand their database marketing activities. And more of your associates will become familiar with database marketing and perhaps surpass your knowledge and expertise.

If you're going to lead the field as an authority on all facets of direct marketing, you owe it to yourself to sign up for CASE STUDIES IN DATABASE MARKETING!

Sincerely,

Margaret Finlay  
Manager, Marketing

P.S. **Early Bird Bonus:** Register by Sept. 30th and save 10% off either seminar or a whopping \$144.50 when you sign up for both days. It pays to register today.

P.P.S. What's more ... your satisfaction with CONNEXIONS seminars is 100% guaranteed. You must feel that you've received outstanding value for your time and seminar fee or CONNEXIONS will refund your money in full.