

An elegant direct mail campaign is built around a black-and-white photograph

by Lauren R. Januz
Direct Response
Marketing Consultant

WHEN IS a print shop not a print shop? When it's played like a violin.

Richmond Lithographers Inc., (3440 Pharmacy Ave., Scarborough, Ontario, Canada) play their print shop like a violin, and their performance deserves applause!

Richmond is another of the many small printers we have heard from. They have embarked on their first direct mail promotion, and it is a good one. They decided to show not only capability, but versatility, all built around the simple black-and-white photograph.

The promotion has a theme "Exploring the Halftone." It consists of six mailings, each showing the different effects that can be created when you start with a black-and-white photo mixed with a lot of imagination. Each mailing consists of an eye-catching 18 x 24-inch poster, using the same photo each

spectacular, but more important each shows what can be done with simple materials when the printer adds his own touch of creativity.

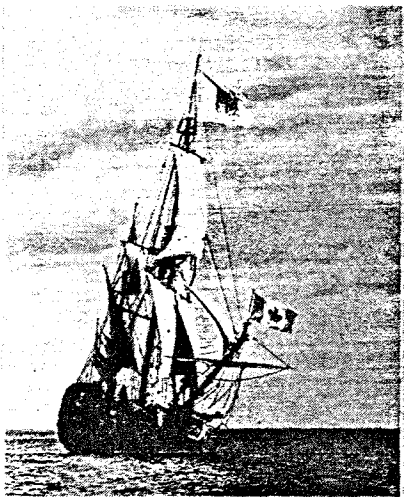
Just as important are the fundamentals of direct marketing, which Richmond has applied well. With each poster, they include a short letter explaining the process used and inviting a response. On the back of each poster is additional copy explaining more about the mailing series. In addition, each mailing includes a qualifying type of reply card. A final touch—posters are mailed in a tube, so they can be unrolled without creases or wrinkles, ready for framing or hanging by the recipient.

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EXPLORING THE HALFTONE
RICHMOND LITHO

time but with different camera techniques. The six posters show the same photo in these forms: line posterization, tone line, duotone, special screen, line and halftone and tone posterization. Each is

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