

The RUBEROID Co.
NEW YORK 14, N. Y.

For Attention Mr. T. Walters

Date January 5, 1960

Copy to H. Hutton, J. M. Hoare

Reference

Subject Calsilite Direct Mail Campaign

The following is an outline of this subject intended to cover all points of information and scheduling.

MAILING LIST

Approximately 1150 individuals, in some cases with one firm but in different capacities, in Purchasing, Plant, Engineering or Maintenance positions from the 1959 mailing list of Chemical Engineering. These listings are restricted to Delaware, Maryland and selected areas of New Jersey and Pennsylvania. Listings in these territories have been marked for use.

NATURE OF MAILING

The direct mail campaign, currently based upon three successive letters, will have a theme of "A Picture is Worth 1,000 Words. Each mailing is to be based upon an offset reproduction of an installation photograph which shows a particular application of Calsilite. The copy of the letter is to be quite brief and directed towards the particular use of Calsilite that is illustrated by the photograph. A reply card is to be enclosed with each letter and the attached 8 1/2 x 11 photo reproduction.

If further mailings are desired, this photo reference technique permits additional letters without affecting the nature of the mailing.

SCHEDULE OF MAILINGS

First Mailing - 1/25/60 - Feb 1
Second Mailing - 2/15/60 - Feb 22
Third Mailing - 3/7/60 - Feb 14

Feb 8
Feb 29
Feb 21

PRODUCTION AND HANDLING

All letters, photo reproductions and reply cards are to be printed by Bryant Press and delivered to their affiliated letter shop. The letter shop is to type mailing labels in triplicate so that successive mailings will reach the same individuals each time and yet provide an easy method of removing the names of individuals who reply or who are no longer with the firm that is indicated on the original list.

? The letter shop is handle all assembly, folding, inserting, sealing, bundling, metering and mailing of the letters in Ruberoid envelopes.

COST OF PREPARATION AND MAILING

Letter shop services - \$375, including cost of letters
Photo reproductions - 50
Reply cards - 50

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NOTIFICATION OF SALESMEN AND DISTRIBUTORS

This function will be handled directly by Mr. Walters. Pre-release copies of mailings and enclosures will be given to Mr. Walters by the Advertising Dept. for this purpose.

If the Industrial Dept. wishes to have a complete list of the names used in the mailing, additional carbons can be made by the mailing house at the time that they type labels for mailing purposes. Such a copy of the mailing list may be useful in direct follow-up of the mailing by the Industrial Dept.'s sales staff and distributors.

HANDLING OF REPLIES

With the exception of undelivered letters, all responses to the mailing should be handled directly by the Industrial Dept. This will permit them to evaluate replies and maintain control of all follow-up activity on the part of salesman and distributors. The method of following the leads is the prerogative of the Industrial Dept. but should include complete information to the Advertising Dept. on the number of replies and their value.

In order to facilitate the handling of replies, the Advertising Dept. will provide a mimeographed form for transmittal of all leads to the salesman or distributor covering the territory from which the lead originates. A copy of the form should be returned to the Advertising Dept. for each lead received. This will allow us to evaluate our efforts and the effectiveness of the mailings.

The Industrial Dept. may use the form which we will provide as a method of keeping its records on leads and as the guide to any subsequent follow-ups on the salesman or distributors.

It is the recommendation of the Advertising Dept. that all reply cards be turned over to the sales force for use in following-up on the lead. The reply card may be attached to the form previously mentioned when it is sent to the sales force. If the Industrial Dept. so wishes, it may send the salesman or distributor an original and carbon of the form so that the sales personnel involved can give a report on the lead on an already identified form.

C. Sutherland

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