Steve Slaunwhite
strategic**copywriting**

Client: Hewlett-Packard

Project: Direct Mail

Objective: Sales Lead Generation

Gaining buyer attention in the crowded computer hardware market isn't easy. So developing a concept that would stand out and get noticed was an important part of the copywriting process for this project.

This direct mail package is much bigger than it appears here. In fact, it took the tri-fold brochure to a new level! It need an oversized 15"x11" envelope. The concept certainly gains attention, but it's the copy on the inside panels that does the real selling.

The components included the envelope, tri-fold insert, and a second FSI that featured an premium to the offer – a chance to win a laptop computer.

This piece pulled an astounding 6% response rate from a traditionally hard-to-reach audience. Not bad for a product that starts at $15,000.

COPY CLOSE-UP 1   Take a look at the eye-catching "chained and locked" concept on the envelope. It makes you want to tear the chains apart and see what's inside.

People Go To Extraordinary Lengths To Protect Their Data Hewlett-Packard has a better idea!

COPY CLOSE-UP 2   The copy starts with a bang, quickly drawing attention to the buyer's problem.

The Crushing Costs of Data Loss

FACT: 20%* of laptops will suffer some form of data loss this year.

FACT: Yours could be lost, stolen, forgotten, attacked by a virus, fried by a foreign power source, drowned in coffee...

FACT: Lost data could cost you the deal, the promotion, even the business.

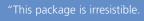** Which 20% of your data can YOU afford to lose?*

COPY CLOSE-UP 3   Notice how the copy overcomes potential buying objections in the "But Wait" section of the inside panels. Usually, it's not a good idea to draw attention to potential negatives. But my research into the target audience indicated that we should. And, judging by the results, this was correct.

"Isn't our floppies, zips, CDs and Tap Drives just as good?"

Warning: These require users to consistently follow backup procedures. And with dozens of PCs and a growing arsenal of laptops, someone is going to forget. Also, these backup media are exposed to loss, damage, and theft.

"Why can't we just back up to our server?"

Warning: Backing up files to your server eats memory, which may lead to a sluggish network and, ultimately, lower productivity. This solution is makeshift — servers were just not designed to mass storage.

"This package is irresistible.

The creative is original, yet

strategically focused on the

unique qualities of the target

audience. A real winner!"

Marketing Magazine,
May 2002

Winner

Business-to-Business GOLD Award for Direct Mail 2001 Promo!® Marketing Awards

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