



POST-IT NOTES

Frequently Asked Questions

- Q:** Are printed Post-it Notes for Direct Mail a new product?
A: 3M has offered printed Post-it Notes for over 25 years.
- Q:** How many colors can a customer print?
A: 1 - 4 colors are available. 3M recommends keeping the note simple, i.e. black ink.
- Q:** What product formats do the Post-it Notes come in for my mail house or letter shop?
A: We manufacture 12" and 20" rolls with 3" diameter cores.
- Q:** What is the normal manufacturing time necessary to print the Post-it Notes?
A: Once the artwork is approved it will take 3M a maximum of five business days to complete the order under 2MM notes. We also can accommodate rush orders for those customers needing tighter time lines for a slightly higher price.
- Q:** How do these Post-it Notes get applied and where?
A: Any mail house, printer or letter shop that has some type of automatic labeling equipment can apply the notes. The USPS mandates that these notes are machine applied and not hand applied per their guidelines stated in the modified Domestic Mail Manual. For details see Code of Federal Regulations.
- Q:** What if my mail house or printer is not sure if they can affix Post-it Notes?
A: At any time during the pre-planning phase you can have a test roll sent to you or to a vendor of your choice for a complete inspection and run analysis. Test rolls sent out will have set-up instructions, and our customer service personnel are on call for technical support.
- Q:** What are minimums for this program?
A: 10,000
- Q:** What if the customer wants to do personalization on each note?
A: One-to-one marketing or personalization would be performed at the mail house or letter shop during the insertion stage. The notes can be ordered blank so that the printer can laser or ink jet a personalized message on each note.



THE PERFECT DELIVERY!



Post-it Notes Show Proven Results!

Read how these companies increased their response with Post-it® Notes

Fingerhut Direct Marketing, Inc. Boosts Sales Using Post-it® Notes

Fingerhut Direct Marketing, Inc., a mail order catalog company based in Minnesota, decided to be the first national customer to test Post-it® Notes on flat-size mailpieces. Their participation marked the launch of the Postal Services's one year provisional service test to allow broader use of the notes on mail for a price.

"The notes should extend the lifespan of the message, creating a lasting opportunity for Fingerhut to connect with a potential customer," says Mike Sidders, director of e-commerce and new customer acquisition for Fingerhut. "As a direct marketer, you look to mitigate as much of the costs as you can, but also as direct marketers, we're inherently testers, and if the gains more than compensate [for] the cost of a piece, we should use it," he said.

Fingerhut hoped to acquire new customers and increase orders by using Post-it® Notes on its Direct Mail pieces. "We expect Post-it® Notes to stick with the customer, long after the mailpiece is gone," said Sidders. "Post-it® Notes appear to be a great new program for mailers, which will help them get that needed impact and differentiation in the mail box."

In a national 750,000-piece mailing, Fingerhut mailed 200,000 catalogs - half urged customers to "Order Today! Don't let this be your Last Catalog," while the other half were personalized with the recipient's name and offered a free gift with any order.

In April 2005, the results revealed that the Post-it® Notes created an initial spike in orders. The "Last Catalog" Post-it® Notes produced about five times the response as the softer personalized message. "The increase in sales definitely offset the cost of producing the Post-it® Notes," said Sidders. "Fingerhut is strongly considering testing Post-it® Notes again in future campaigns."

Creating Immediate Response

Opera Colorado, a non-profit opera company in Denver, Colorado, sought a creative way to draw attention to its single ticket mailing to promote La Boheme. They designed a 6x9 four-color postcard with a Post-it® Note to increase the impact of the mailing. Their goals were to sell out all 4 performances of the production and drive sales to the less popular performances.

The postcard was mailed one month prior to opening night to more than 26,000 patrons. "The Repositionable Note gave our direct mail piece an extra edge and helped grab the attention of our customers," noted Rex Fuller, director of marketing for Opera Colorado.

The RPN postcard mailing generated more than \$123,000 in revenue for Opera Colorado. The response rate was 3.32% and the average revenue per order was \$141.32.

Medical Management Institute Increases Response Rates by 45%

The Medical Management Institute (MMI) markets educational material to the US medical industry. Striving to increase response rates to direct mail efforts and decrease production costs, MMI developed an attention-getting direct mail campaign using Post-it® Notes.

By selecting a simple black and white format and utilizing Post-it® Notes as their main attention-getting device, MMI decreased costs, leaving extra funds for first class mailing.

The results were impressive. MMI lifted their response rate by 45%! Many customers reported placing it on their computer as a reminder. The mailing was a huge success, and it saved nearly \$7000 over their previous year's mailing. "We will definitely continue to use this method with future mailings," said Bobby Keene, Department Supervisor of Marketing at MMI.