

# Creative Services



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## DESIGNER CONTACT BOARD

AdSwift can offer access to a diverse selection of creative talent through the participation of independent designers who sign up for our free Design Accounts. We expect to add more as AdSwift gains momentum. On our site, each postcard is identified by the designer's name, and uploaded through their account. Designers who opt in will have their email accessible from our Designer Contact Board, along with the designer's general home region. By reviewing this board and looking at the samples, you can find the resources to help you with your marketing design.

The advantage in coming to AdSwift to find a designer for your postcard, is that you can preview and compare their styles on any postcards they've posted to the site. And, AdSwift has integrated account tools that enable submission and review of postcard artwork easy and all managed online. Your account "talks" directly to their account. Because you can track postcard usage, you can facilitate performance-based compensation if the designer agrees. This is an accountable way to motivate good designers.

*AdSwift bears no responsibility for the performance, price, or availability of these designers, as we only serve as an online contact service for these independent participants in our program. We don't give out addresses or phone numbers, only email.*

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## "YOU-CAPTION-IT" FREE\* DESIGN SERVICE FOR GROUPS

AdSwift offers a FREE\* postcard composition service for **Group Account Administrators and Private Label Administrators only**. We assume that if we design a postcard, it will be ordered several times at least by the users in your Group.

When logged into your Group Account or Private Label administrator's account, an additional button will appear in the left column of the screen, that says "Stock Gallery". Clicking this button will reveal a page with roughly 400 links, each of which goes to a commercial collection ranging between 50 and 200 high-quality images. These links are organized by genre and are easy to browse. If you find an image that suits your marketing goal, **and you can write your own caption for the image**, a simple interface will allow you to submit that caption to AdSwift for composition on the chosen picture.

This is service and is usually performed within 48 hours of your request, with the final product being submitted to the "Manage Campaigns" review section of your admin account. For business owners who have some degree of creativity, limited budgets and no in-house design capabilities or software, this is a fast and effective alternative to hiring a marketing designer or ad agency.

*\* Because this is a FREE service, you will NOT be allowed to make iterative revisions and refinements. AdSwift will only change the artwork if we were at fault for a typo or other significant error. Therefore, please be very sure of what you want before you submit your request! Explain where you want the caption, suggest a color and font, and spell everything correctly! You will trust AdSwift to create something that is aesthetically appealing, legible, and technically correct.*

*\* Because this is a FREE service, we politely request that be respectful in using it. Do NOT make requests for postcard artwork that you do not intend to use. We suggest that an order of 1000 postcards would be fair deku for our time. If you request more than 4 postcards created before an order is placed, AdSwift may cease to honor further requests until you order.*


## HOURLY RATE GRAPHIC "HELP" SERVICES

You may already have postcard artwork, but have created it in a non-publishing friendly software application. Or, you are a novice and having difficulty with proper formats, layout, size and resolution. In these cases AdSwift has an in-house designer who will assist you with the technical details, for \$60 per hour, one hour minimum deposit. Consider it to be training in commonly applicable desktop publishing software and standards. Please have your credit card ready, and call **866.453.6929**.

*AdSwift does not charge to assist you with the usage of your account, including tools, uploading and ordering. But, we do charge for helping you to create artwork correctly before uploading, should our instructions and your skill not be enough.*

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## SOME TIPS ABOUT DESIGN

 If you are going to invest your money into mailing a marketing campaign, conserving on the design cost is not suggested. Ironically, this is often the first expense to be cut! Many small businesses will shop for the cheapest printing and mailing service, to save some marginal percentage. Then, in like conservative manner, they will produce design by themselves that is "usually" poor or ineffective. **A good design can effectively double or even triple your response rate!** Therefore, the design itself is the most crucial element in the success of the campaign, and should far overshadow other budget considerations.

Good designers go beyond just making the postcard look good; they must skilled in the art of "generating response". This includes some research of your market and content. They must know exactly what types of images and messages will move your target demographic to action. Our strategies and philosophies:

- 1** When deploying direct mail, what is important to remember is that you are trying to get your target audience to stop, look, get interested, see your name, and call. Therefore, short and sweet is best. Filling a card with verbose information is ineffective. Lots of text will put off the recipient and simply get your postcard tossed in the garbage faster. Do not try to make your sale on paper! Your primary goal is for the recipient to call you, then you give them your details later.
- 2** With direct mail, what causes people to move to action is not lengthy written argument or justification. It is emotional empathy that works. Therefore, the design concept should appeal to the circumstance or condition of the recipient. When they open their mailbox, and in the brief moment that they will see your postcard, a short message or image with which they can relate to easily and quickly will stop them long enough to look and identify your product or service.
- 3** People see "words" all over their "junk" mail every day. It's a common mistake made by inexperienced marketers to want to use words to convey their message. A picture is worth a thousand words, and is "read" at a glance. A picture with a short catchy, humorous, or boldly stated phrase works the best. A cute and clever picture gets remembered. In the best situations, it can even make it to a magnet on the fridge, if funny enough and right on target!

*AdSwift makes no express warranty that you will achieve any specific response rate, as response rates can be subject to both the quality of the list you send to, and other unforeseeable market conditions as well as the applicability of the message.*