



The Magazine

News and Trends

Research Articles

PROSALES 100

Products

Sales and Marketing

SEARCH

[advanced search](#)

Today's News
Business Management
Sales and Marketing
Technology
Best Practices
Yard News
Opinions
Building Trends

Coupons Go Digital; SaverCD Digital Direct Mail CD-ROM Direct Mail Advertising Welcomed By Consumers

Source: PRNewswire
Publication date: March 29, 2007

ADVERTISEMENT

NEW!
[Web Videos](#)

[Information Centers](#)

Choose a section

Free Newsletter Sign-Up
Your E-Mail Address

[BUILDER Bookstore](#)

Select Topic

Bookstore Home Page

[Product Guide](#) from

ebuild

Select Category

Choose One

Archive Search
Search by Keyword

PORTLAND, Ore., March 29 /PRNewswire/ -- SaverCD, LLC has successfully completed six quarters of Beta testing its award-winning direct mail paradigm in the Pacific Northwest, and in the process has amazingly received hundreds of pieces of fan mail from consumer homes. SaverCD is now planning its inaugural national quarterly distribution of 15 million SaverCD(R) Digital Direct Mail(TM) CDs into consumer homes across America starting in Q1-2008, free via U.S. Mail.

SaverCD "Digital Direct Mail" is now a proven paradigm, with nearly 3- million SaverCDs having been distributed via U.S. Mail into 400,000 consumer homes since its market introduction in October 2005, thereby successfully serving millions of consumers and more than 700 local and national advertisers in an environmentally sensitive manner. In addition to using the SaverCD CD- ROM to conveniently and securely print and then redeem millions of coupons/ads when a buying decision had been made, eight percent (8%) of consumer homes that received debut editions of SaverCD in 2006 used it to securely go online to co-op advertiser Web sites, purchase products and services, and research added offers.

- [Email this article](#)
- [Print this article](#)
- [Subscribe to PROSALES](#)

More articles from the Sales and Marketing section

- [Sell Sheet: Ready, Steady, Go](#)
- [New Report Provides Forecasts for the Away From Home Disposable Paper Products Market in the US](#)
- [Global Leaders in Technology Service and Support Poised to Deliver the Next Wave of Service Known As Value-Added Support\(SM\)](#)
- [Fresno Home Sales Bounce Back: Transactions Leap From February to March, but Prices Continue to Fall.](#)
- [Official's Blog Kicked Off Web Site: Cooper City Commissioner Objects to Act](#)

"We were surprised when the consumer fan mail started pouring in," said William E. Simpson III, co-founder and EVP of SaverCD, LLC. "We are unaware of any direct mail company that sends paper mail to consumer homes, and in return receives consumer fan mail. It's clear that the environmentally sensitive approach that encompasses the SaverCD digital co-op ad platform is timely, and has struck a positive cord with both consumers and advertisers."

To further assist the marketplace in its understanding of true Digital Direct Mail (as opposed to digitally printed paper mail), our president has just published a new White Paper online at <http://www.digitaldirectmail.com/>.

Digital Direct Mail as embodied in the unique patent-pending SaverCD product has recently received international acclaim upon capturing double Gold Awards at the 2006 International Davey Awards (<http://www.daveyawards.com/>), which is judged by the International Academy of the Visual Arts (<http://www.iavisarts.org/>). Competing with hundreds of media and ad agencies with annual revenues/billings of \$20 million to \$25 million or less, SaverCD captured the coveted Gold Awards for the "Direct Marketing" and "Sales" categories.

SaverCD's unique interactive direct mail CD-ROM co-op advertising is redefining CRM and improving ad response rates and return on investment in the direct-mail incentive-advertising coupon industry. SaverCD is the world's first best-of-breeds direct mail paradigm that leverages the best aspects of direct mail, broadcast media and the Internet into one compelling and effective digital CD-ROM platform. SaverCD Digital Direct Mail effectively reaches consumers using computers at home, office and at school in a way that is simultaneously inviting and unobtrusive.

Due to its many unique features and benefits, the exciting SaverCD product has quickly attracted hundreds of leading companies including: AllRecipes.com, Bally Total Fitness, Chuck E. Cheese's, Coastal Farm & Ranch, Enterprise Rent- A-Car, Goodyear, Izzy's, Kasch's Garden Centers, Mt. Hood Meadows, Malibu Raceway, Next Adventure, Oregon Ballet Theatre, Oregon Symphony, Orkin, Papa John's Pizza, Pizza Hut, PGE Park, Portland Children's Museum, Riverdeep, Rose Quarter, Running Y Ranch, Shilo Inns, Schlotzsky's, Thriftway, Tolovana Inn, UBISOFT and Wilco Farm Stores, among more than 700 advertisers. Advertisers are surprised at SaverCD's capacity to inexpensively present game, software and TV content to consumers, transcending all paper paradigms for branding, trial and consumer acquisition goals, as well as long term retention and CRM.

Recently a very important shift in consumer behavior has been observed:

Consumers now spend more time viewing and obtaining information from their computers than from TV, print or radio. Consumers have largely rejected Internet advertising, pop-ups and spam. And most consumers are unwilling to devote the time and energy to manage and store pre-printed paper direct-mail advertiser offers and coupons, which is why 99% of these coupons and offers end up in the trash. Recent consumer adoption and spending on entertainment technologies that are largely commercial-free, like On-Demand, NetFlix, TiVo, Sirius and XM satellite radio and DVR, is rendering traditional advertising methods less effective and obsolete. SaverCD provides advertisers with many of the same advertising features and benefits that would result from a very expensive traditional mixed-media advertising campaign using TV, print and Internet, while contemporaneously presenting advertiser ads and incentive coupons/gift certificates to consumers in a way that is unobtrusive, easy to manage and use, fun and free to consumers.

The 90-day shelf life of each quarterly SaverCD makes advertiser offers and incentives always available to consumers, so when a buying decision is made, the offer is conveniently at hand, unlike any other conventional ad paradigm known today. SaverCD does not require any Internet connection and therefore, business/consumer relationships can be fully developed using only the SaverCD CD-ROM. However many of SaverCD's features are enhanced

through Internet connectivity. SaverCD is thoroughly tested and is certified free of all viruses and spyware and is safe for all computers and safe for kids.

Environmental Savings With SaverCD:

The tremendous over-printing and distribution of pre-printed paper ads and coupons for direct-mail affects the ultimate cost of all advertised products and services to consumers. On a good day, only 1 out of every 100 coupons that are pre-printed and mailed actually gets used and the other 99 pre-printed ad- coupons end up in the trash, and subsequently in landfills. Consumers using that "one coupon" (1/100) to buy the advertised products and services must then end up paying for costs of the other 99 coupons that were pre-printed, distributed and then discarded. These now antiquated advertising inefficiencies create unreasonable costs for wasted materials (trees, paper, ink, energy, industrial pollution, etc.) used in publishing and distributing more than a trillion unused coupons and ads.

With every household in America receiving the equivalent of a truckload of pre-printed paper direct-mail advertising over the course of a year (estimated at 1,200 pounds per household, per year), that adverse environmental impact can be significantly reduced by having a large portion of those paper ads and coupons condensed onto recyclable-plastic CD-ROMs that SaverCD ships quarterly to households. Ultimately, this exciting new paradigm could dramatically reduce demand for paper and the burden upon recycling projects and help to minimize the energy consumption and the environmental impact and pollution from logging and paper mills. These savings could amount to millions of tons of paper annually, saving trees and forests.

We all must now ask the question: why print coupons unless someone will actually use them?

By using the eco-friendly recyclable SaverCD Digital Direct Mail product, consumers only need to print the coupons that they will actually use, when a buying decision is made. Therefore advertisers need not engage in the practice of flooding the market with pre-printed coupons in a shotgun attempt to provide coupons to relatively few potential users.

To learn more about this eco-friendly, cost effective advertising revolution, visit: <http://www.savercd.com/> or call SaverCD, LLC at 503-675-6500.

NOTE: SaverCD(R) and Digital Direct Mail(TM) are trademarks of SaverCD, LLC.

SaverCD, LLC

CONTACT: Chris Somerville, +1-503-675-7649, or chris@savercd.com

Web site: <http://www.savercd.com/>

SPONSOR SPOTLIGHT

Frames Rot without FrameSaver® - Now exclusively from Endura Products.



[Click here to learn more.](#)

ADVERTISEMENT

TOOLS OF THE TRADE ONLINE: THE NO. 1 SOURCE FOR TOOL INFO ON THE WEB

IF YOU USE TOOLS FOR A LIVING, YOU NEED TO VISIT THIS SITE FOR HARDWARE TOOLHOUNDS. YOU'LL FIND DEFINITIVE, HANDS-ON REVIEWS OF TOOLS, FEATURE ARTICLES, DETAILED TOOL SPECS, CONTACT INFORMATION FOR TOOL MANUFACTURERS, INDUSTRY NEWS – AND MORE. GET STARTED TODAY AT WWW.TOOLSOFTHETRADE.NET.

Sponsored Links

[National TV Advertising](#)

National, Regional, Local TV Ads National Spots as low as \$26
www.nationaltvspots.com

[Portland Home Building](#)

Never Pay Retail Again. Wholesale Prices on Home Building Products.
www.DirectHomeDiscount.com

[Consumer Reports Website](#)

Find out which products are best! Expert, independent, nonprofit
www.ConsumerReports.org

[Ad Sales Training](#)

Print, Internet, Exhibition sales Training, Consulting, Books
www.helenberman.com

[Find New Homes & Builders](#)

Search for new home communities by price, distance, and location!
www.iNest.com

[Site Map](#) . [Subscribe](#) . [Privacy Statement](#) . [Contact Us](#)



PROSALES Online is part of the [Hanley Wood network](#) of construction-industry Web sites:



Hanley Wood, LLC. Unauthorized reproduction prohibited.