

Milmour Products: Excerpts from Direct Mail Campaign (1 of 4)



“Talk about a great day. I won the lottery. I found my soul mate. And best of all, I discovered an incredible idea for my next promotion plan.”

(Outer gatefold text)

**You need more than luck for a successful promotion.
Go ahead. Let Milmour make your day.**

(Inside text)

Boost your odds for success with customized premiums.

Why gamble with the same old promotion ideas? Set your brand apart with a smarter alternative: customized, package-based premiums. They're surprisingly cost-efficient. They grab consumers right where they shop. And best of all, premiums generate results that can seal your good fortune:

- Encourage trial
- Drive incremental sales
- Increase purchase frequency
- Promote brand loyalty
- Differentiate at point-of-sale

Bet on a sure winner with premium ideas from Milmour.