

Information about services provided by our company:

Admass Direct Marketing Ltd.

2001 – 2009

Total number of pages: 7

ADDRESS:

Oderská 333, 196 00 Prague 9
Czech Republic

TELEPHONE:

+420 283 930 951, +420 283 930 953, +420 283 930 954
fax: +420 283 930 952

INTERNET:

www.admass.cz
admass@admass.cz

TABLE OF CONTENTS:

1. introducing the company
2. direct mail
3. telemarketing
4. databases
5. e-mail and on-line marketing
6. reference



1. INTRODUCING THE COMPANY

Admass Direct Marketing s.r.o. is a company offering **professional** services in the area of data processing and providing information about companies operating on the Czech market and services in the area of direct marketing.

Admass Direct Marketing s.r.o. puts together direct marketing campaigns for clients in all fields of business. Irrespective of the type or difficulty of the entire project, we are capable of taking on and completing the whole order, from its very beginning to the final evaluation, with recommendations for future direct marketing.

We will prepare an integrated direct marketing strategy for your company in which we will present a combination of mutually harmonious links between individual segments designed to achieve a maximum **positive response** with the minimal possible investment outlay.

Through direct mail, telemarketing or e-mailing, pamphlets, price lists, offers, brochures and advertising material are delivered directly to the addressee. However, this does not yet guarantee the expected result. It is essential that the recipient reads this material and buys the goods offered. Advertising leaflets, letters or even telemarketing scripts must be put together in a way that arouses interest and compels the recipient to read the material and finally to **buy the goods or services**.

At the present time, our company offers five main directions, which are all interconnected:

1. Telemarketing
2. Direct-mail
3. Consumer competitions
4. Databases of companies and individuals
5. E-mail marketing

An important part of direct marketing is establishing a model of the **right** potential target group. We are a company which continuously collects and up-dates information about companies and individuals operating in the Czech Republic and Slovakia. All our databases are primarily created and up-dated during the realisation of telemarketing campaigns, the realisation of consumer competitions and in monitoring the press.

We also acquire a large percentage of our data from Internet web sites and public telephone listings. We also create databases according to individual client's requirements and what is more, for the same price as for the sale of already collected data. We can also combine and consolidate databases with those of the client, including eliminating duplicate entries.

We can help you find the right way of addressing your potential customers **as effectively as possible**, leading them to buy your goods/services and long term loyalty to your brand. Through an analysis of results, we can help you reach potential customers more effectively, identify potential opportunities and thus increase your retail productivity.



2. DIRECT MAIL

Direct mail is our basic and most frequently realised form of direct marketing. The fact that we regularly send out large consignments of material for our clients means that we can offer our clients many advantages in this area, including discounts and not least of which, abundant experience.

We guarantee **100% delivery** of material. The fact that we have no undelivered material is not due to 100% error free delivery, but our contractual guarantee. We have a 1-2% return rate on material, but we immediately send this material out again at our own expense to reserve groups of addressees.

Simply contact us and define the target groups your company wishes to address and we will immediately **find out** which companies to contact, how many we already have in our databases and the cost of addressing these target groups.

We are prepared to organise the following ourselves for direct mail:

- selecting target groups (respondents)
- the lease or sale of our databases
- proposals for the wording and graphic lay out of letters
- proposals and production of insert material and letter headed paper
- design proposals and production of all types of envelopes, including printing
- laser printing of personalised letters, including addressing respondents in the vocative
- printing self adhesive labels
- packing and assembling consignments (manually and mechanically)
- packing into plastic foil
- sorting and expediting, with a maximum discount on postage

In realising campaigns, we always use ideas and experience gained from previous campaigns to create material that will arouse interest at first sight and be read first, without fail. This is also why we always attempt to design non-standard and atypical motifs on envelopes and letter-headed paper. We recommend the text of letters be addressed individually to a concrete person (for example, Dear Mr. Mack, or "we are sure you have found our offer of interest Mr. Zeman"). We adapt the wording and lay out of letters by considering the psychology of how respondents read advertising letters.

For larger campaigns, we recommend carrying out a so called "test" direct mail. On the basis of these precisely recorded results and a statistical analysis, we can then determine a strategy and select the best target group for the main campaign. As part of all campaigns, we also arrange **maximum discounts** on postage, which can be up to 80% on the standard postage by weight.

We are also prepared to organise the receipt of faxes and the lease of a P.O. Box for your company. This however is only available for current campaigns. We progressively transcribe responses into electronic form.

Each direct mail should offer an extra advantage over normal advertising conditions, together with instruction on how the potential customer should proceed if he/she is interested.



3. TELEMARKETING

The obvious benefit offered by this method of direct marketing is the opportunity to contact a pre-selected group of clients and to address concrete individuals with high effectiveness, especially in the area of "business to business".

Telemarketing can be used:

- for the sale of products and services
- to acquire required information for databases
- to carry out market research
- to arrange meetings for your business department
- to support the sale of products and services
- to collect responses for consumer competitions

Our telemarketing department can be available 24 hours a day, 365 days a year. Operators use computers with full internet access and electronic mail. During the campaign, they can automatically send additional faxes or e-mails as required.

For each campaign we choose operators whose conduct is as effective as possible given the type of campaign, difficulty of the telephone script and offered product. We select operators according to sex, age, education, language skills, previous experience and other skills.

Operators can handle both **passive and active** telemarketing – i.e. the sale of products and services and adding to or acquiring new information and responses in electronic form. They are trained regularly in dealing with difficult clients and in overcoming objections, as well as classic sales techniques. Prior to the actual realisation of telemarketing, we always trial and fine tune the quality of the script. We put together the script with the client given his greater knowledge of the given products. Recorded responses are handed over by the agreed deadlines and in the electronic format specified by the client.

On average, our operators record a 57% or higher **positive** response to the whole campaign. This result is largely due to the quality of our databases and **correctly targeting** individuals with the authority to decide about individual products and services.

It thus follows, that the biggest advantage of telemarketing is the ability to receive immediate feedback on the effectiveness of the campaign and resources expended, with the opportunity to change the target group of respondents in response to the results achieved.

Telephone charges are calculated at the end of the campaign, on the basis of a print out from the telephone exchange or bills from the connection provider according to actual impulses used.



4. DATABASES

Since its inception, our company has placed great emphasis, in any direct marketing campaign, on establishing the **right model** of the target group from marketing oriented direct registers. At the present time we have programs which allow us to utilise all the information we have about each company, including the names of people in concrete locations with **decision** authority. We carefully record and regularly **up-date** all information received. We automatically carry out up to 3 500 changes and additions to our databases daily.

We record up to 500 newly formed companies every month. In total we have more than 500 000 active firms and companies in our databases, from which we can prepare campaigns for your company or make selections for your company's use.

Our databases include records of company positions such as IT Managers, Marketing and Personnel Managers, company agents or partners, General Managers, Business and Financial Managers, etc.

For customers, where we are involved in the realisation of the complete direct marketing strategy, part of full services is also the creation of a database and keeping this database up to date.

Realisation also includes:

- proposals for the structure of the customer database
- creating software to handle and record data
- data protection and archiving
- transcribing information into the database
- registration of responses
- statistical evaluation
- locating and labelling duplicates
- checking the correctness of input data

We lease and supply addresses from our databases printed on self adhesive labels. Addresses cannot be used for more than one campaign. We also sell addresses, which are then supplied in electronic form and the user may use this information in any number of direct marketing campaigns. We supply databases in the format specified by the client (for example, dbf, xls, mbd, db). A simple rule applies here, the greater the volume of data bought, the lower the price.

We can make a selection from our databases for you based on such factors as your company's business activities, dates of establishment, origin (for foreign companies), turnover, number of employees, location (county, region, city, municipality) and many other criteria. For information about specific numbers of companies and the possibilities of selection, please contact us on telephone no. 283 930 951.



5. E-MAIL AND ON-LINE MARKETING

For each campaign realised by us, we recommend, naturally with the customer's approval, sending out an e-mail presentation to a group of respondents interested in receiving information about companies and their products via e-mail. At the present time this involves 110.000 e-mails.

This group of addressees is diverse, but given their number and the **zero cost** involved, this guarantees a certain **effectiveness** for our customers. These addressees often browse www company presentations and pass this information on to other people who may in turn become customers.

Your response from this type of direct marketing is dependent on the type of product or service offered. The high effect is noted long term. The style of the letter is conceived completely in line with the psychology of reading e-mails and the letter is maximally personalised similar to classic direct mail.

In no way does this involve sending unsolicited e-mails or so called SPAM. These people agreed to receive this type of advertising beforehand. Thus our clients will in no way find themselves in contravention of fair practices on the Internet.



6. REFERENCE

CVO Group Česká republika, s.r.o.
Česká spořitelna, a.s.
Polské velvyslanectví
Global Payments Europe s.r.o.
Ogilvy Promotional Campaigns
AMCICO AIG LIFE
Internet Mall, a.s.
Autosalon Klokočka, s.r.o.
Production Brothers s.r.o.
P.DUSSMANN spol. s r.o.
PROBIN, s.r.o.
LOGICA
Renault ČR, a.s.
LKW Walter International
SPAK-VSD Austria a.s.
KOVOTOUR PLUS s.r.o.
Hervis sport s.r.o.
Chrysler Czech Republic s.r.o.
X-TRADE BROKERS
OMD Digital
Mitsubishi Motors s.r.o.