

CLIENT Con-Way NOW

PROJECT Direct mail

OBJECTIVE

Introduce rush freight services and build prospect database.

STRATEGY

Demonstrate scenarios that call for time-certain delivery and offer digital stopwatch for completing a survey.

BACKGROUND

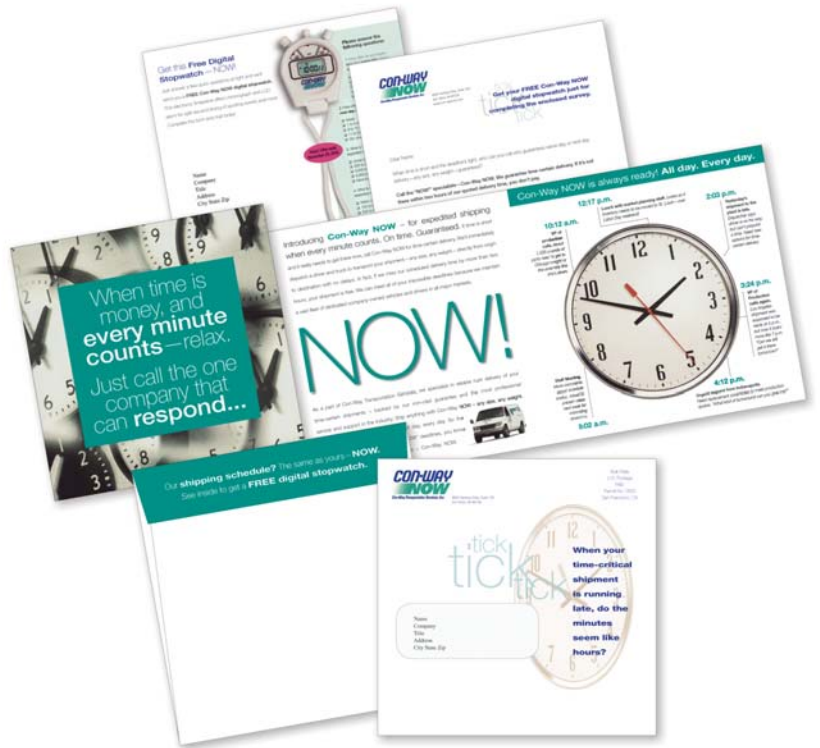
Con-Way NOW provides same-day and next-day courier service for shipments of any size or weight. The company can dispatch trucks and drivers 24/7 to pick up a shipment and transport it directly to its destination with no in-transit delays.

While expensive, direct-to-destination service can meet urgent needs, such as when an assembly line might shut down without a new shipment of parts.

PROJECT OVERVIEW

To introduce this service, this mailing uses a clock concept to present a variety of scenarios that call for a “now” level of service.

The clock on the inside of the brochure is surrounded by callouts showing the many times of day when rush freight service might make sense. Both the letter and the reply device offer a digital stopwatch as a premium for filling out a short survey.



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See below for a larger view of this mailing.

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Envelope

Our **shipping schedule?** The same as yours—**NOW.**
See inside to get a **FREE digital stopwatch.**



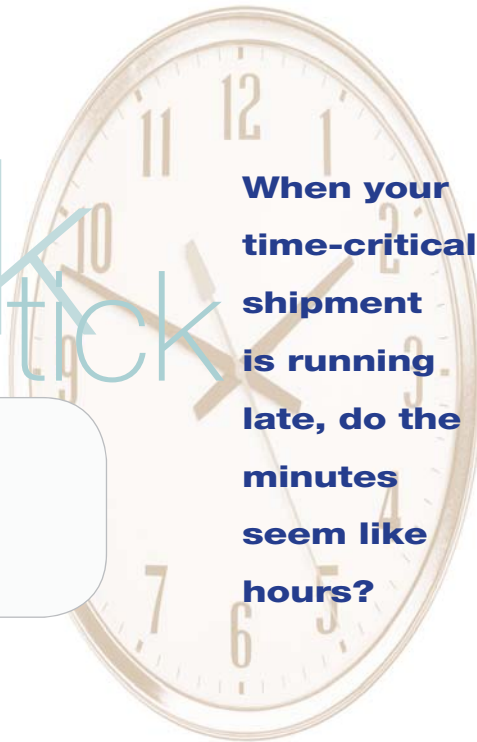
4840 Venture Drive, Suite 100
Ann Arbor, MI 48108

Bulk Rate
U.S. Postage
PAID
Permit No. 0000
San Francisco, CA

tick
tick
tick

**When your
time-critical
shipment
is running
late, do the
minutes
seem like
hours?**

Name
Company
Title
Address
City State Zip



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Brochure cover



Brochure inside left

Introducing **Con-Way NOW** – for expedited shipping when every minute counts. On time. Guaranteed. If time is short and it really needs to get there now, call Con-Way NOW for time-certain delivery. We'll immediately dispatch a driver and truck to transport your shipment – any size, any weight – directly from origin to destination with no delays. In fact, if we miss our scheduled delivery time by more than two hours, your shipment is free. We can meet all of your impossible deadlines because we maintain a vast fleet of dedicated company-owned vehicles and drivers in all major markets.

NOW!

As a part of Con-Way Transportation Services, we specialize in reliable rush delivery of your time-certain shipments – backed by our iron-clad guarantee and the most professional service and support in the industry. Ship anything with Con-Way NOW – any size, any weight. And call anytime because we're here all day, every day. So the next time you're facing one of those "NOW" deadlines, you know what to do. Call the "NOW" specialists – Con-Way NOW.



Brochure inside right

Shown with card that flips up from bottom. See next page for entire panel.

Con-Way NOW! Always ready. All day. Every day.

10:12 a.m.
VP of production calls. About 1,000 pounds of parts need to get to Chicago tonight or the assembly line shuts down.

12:17 p.m.
Lunch with market planning staff. Looks as if inventory needs to be moved to St. Louis – over Labor Day weekend!

2:03 p.m.
Yesterday's shipment to the plant is late. Dispatcher says driver is on his way, but can't pinpoint a time. Need new options for time-certain delivery.

8:02 a.m.
Staff Meeting. More complaints about schedule snafus. Asked to present ideas next week for minimizing downtime.

Con-Way NOW

1-888-CNWY-NOW (1-888-269-9669)

Rush delivery for all your time-critical shipments – guaranteed. Call 24/7 for special handling door-to-door, all from one single carrier.

www.con-waynow.com

CON-WAY NOW
Con-Way Transportation Services, Inc.

Brochure inside right

Same as previous page, but without card that flips from the bottom.

Con-Way NOW is always ready! All day. Every day.

10:12 a.m.
VP of production calls. About 1,000 pounds of parts need to get to Chicago tonight or the assembly line shuts down.

12:17 p.m.
Lunch with market planning staff. Looks as if inventory needs to be moved to St. Louis – over Labor Day weekend!

2:03 p.m.
Yesterday's shipment to the plant is late. Dispatcher says driver is on his way, but can't pinpoint a time. Need new options for time-certain delivery.

3:24 p.m.
VP of Production calls again. Los Angeles shipment was supposed to be ready at 4 p.m., but now it looks more like 7 p.m. "Can we still get it there tomorrow?"

4:12 p.m.
Urgent request from Indianapolis. Need replacement assemblies to meet production quotas. "What kind of turnaround can you give me?"

8:02 a.m.
Staff Meeting. More complaints about schedule snafus. Asked to present ideas next week for minimizing downtime.

Brochure back cover

When minutes count,
call Con-Way NOW.

1-888-CN-WY-NOW.
(1-888-269-9669)

- Expedited time-certain pickup and delivery
- An iron-clad guarantee, the best in the industry
- Our own dedicated vehicles and staff
- Direct-to-destination delivery, any size, any weight
- 24/7 service, call anytime day or night



Con-Way Transportation Services, Inc.

4840 Venture Drive
Suite 100
Ann Arbor, MI 48108
www.con-waynow.com

CLIENT Con-Way NOW

PROJECT Direct mail

Letter / page 1



4840 Venture Drive, Suite 100
Ann Arbor, MI 48108
www.con-waynow.com

tick
tick
tick
**Get your FREE Con-Way NOW
digital stopwatch just for
completing the enclosed survey.**

Dear Name:

When time is short and the deadline's tight, who can you call who guarantees same-day or next-day delivery—any size, any weight—guaranteed?

Call the "NOW!" specialists—Con-Way NOW. We guarantee time-certain delivery. If it's not there within two hours of our quoted delivery time, you don't pay.

Taking care of your time-critical needs is our speciality. As part of Con-Way Transportation Services, our experienced team does what it takes to meet your tough deadlines.

- **NOW Really Means "Now":** Call 1-888-CN-WY-NOW (1-888-269-9669) any time day or night. We'll dispatch a dedicated company-owned truck and experienced Con-Way NOW driver to your location right away.
- **Any Size, Any Weight:** With our own equipment in all major markets, we can handle any shipment, whether it fits in a van or requires one or more tractor trailers.

Call Con-Way NOW at 1-888-CN-WY-NOW (1-888-269-9669)

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Letter / page 2

- **Direct Door-to-Door Delivery:** When you see your shipment loaded on a Con-Way NOW vehicle, that's where it stays until it's delivered.
- **Guaranteed Service:** We're confident enough in our quoted delivery times to offer an iron-clad guarantee. If it's not there within two hours of our quoted time, your shipment is free.

Get Your FREE Con-Way NOW Digital Stopwatch.

We'd like to find out more about your time-certain delivery needs. Complete the short survey enclosed and we'll send you a handsome Con-Way NOW digital stopwatch including chronograph and LCD alarm — absolutely free.

But act quickly. This offer expires November 29, 2000.

Sincerely,



Doug Stotlar
Vice President
General Manager

P.S. Please keep the enclosed brochure and card handy. Remember: any size, any weight, any time.
Guaranteed.

Reply form

Get this **Free Digital Stopwatch** — NOW!

Just answer a few quick questions at right and we'll send you a **FREE Con-Way NOW digital stopwatch**.

This electronic timepiece offers chronograph and LCD alarm for split-second timing of sporting events and more. Complete this form and mail today!

Name
 Company
 Title
 Address
 City State Zip

Please make any necessary corrections to the name and address above.



Offer limited to one stopwatch per customer per original coupon. Con-Way NOW reserves the right to substitute premiums. Please allow 3-4 weeks for delivery. Intrastate rules and regulations apply. Offer good only within the United States.



Hurry! Offer ends November 29, 2000.

Please answer the following questions:

1. How often do you require expedited **same-day** delivery of time-critical shipments?

- Never
- 1 to 5 times per month
- 6 to 10 times per month
- 11 to 25 times per month
- 25+ times per month

2. How often do you require expedited **next-day** delivery?

- Never
- 1 to 5 times per month
- 6 to 10 times per month
- 11 to 25 times per month
- 25+ times per month

3. What is the typical weight of your expedited shipments?

- Under 250 pounds
- 250 to 3,000 pounds
- 3,000 to 5,000 pounds
- 5,000 to 15,000 pounds
- More than 15,000 pounds

4. What is the typical distance for your expedited shipments?

- Within metro area
- 100 to 200 miles
- 200 to 500 miles
- More than 500 miles

Who at your company is responsible for selecting expedited transportation services?

- Self
- Other

Name _____

Phone _____