

CLIENT Emery Worldwide

PROJECT Direct mail

OBJECTIVE

Promote Emery's customized courier and cargo services

STRATEGY

Present story of an interesting shipment, plus premium offer for shipping with Emery

BACKGROUND

Emery Worldwide offers highly customized courier and cargo services that include managing complex logistics, customs, and time-specific deliveries.

PROJECT OVERVIEW

Most Emery shipments are rather routine. But the company prides itself on meeting virtually any special need. To provide proof, a series of mailings was developed, each focusing on the story of an unusual shipment – in this case, a legendary Apollo space capsule from the early 1970s.

The self-mailer tells the story of that shipment and illustrates the value of doing business with a company that takes the care necessary to handle such a unique piece of cargo. The offer of a space pen ties nicely into the concept.

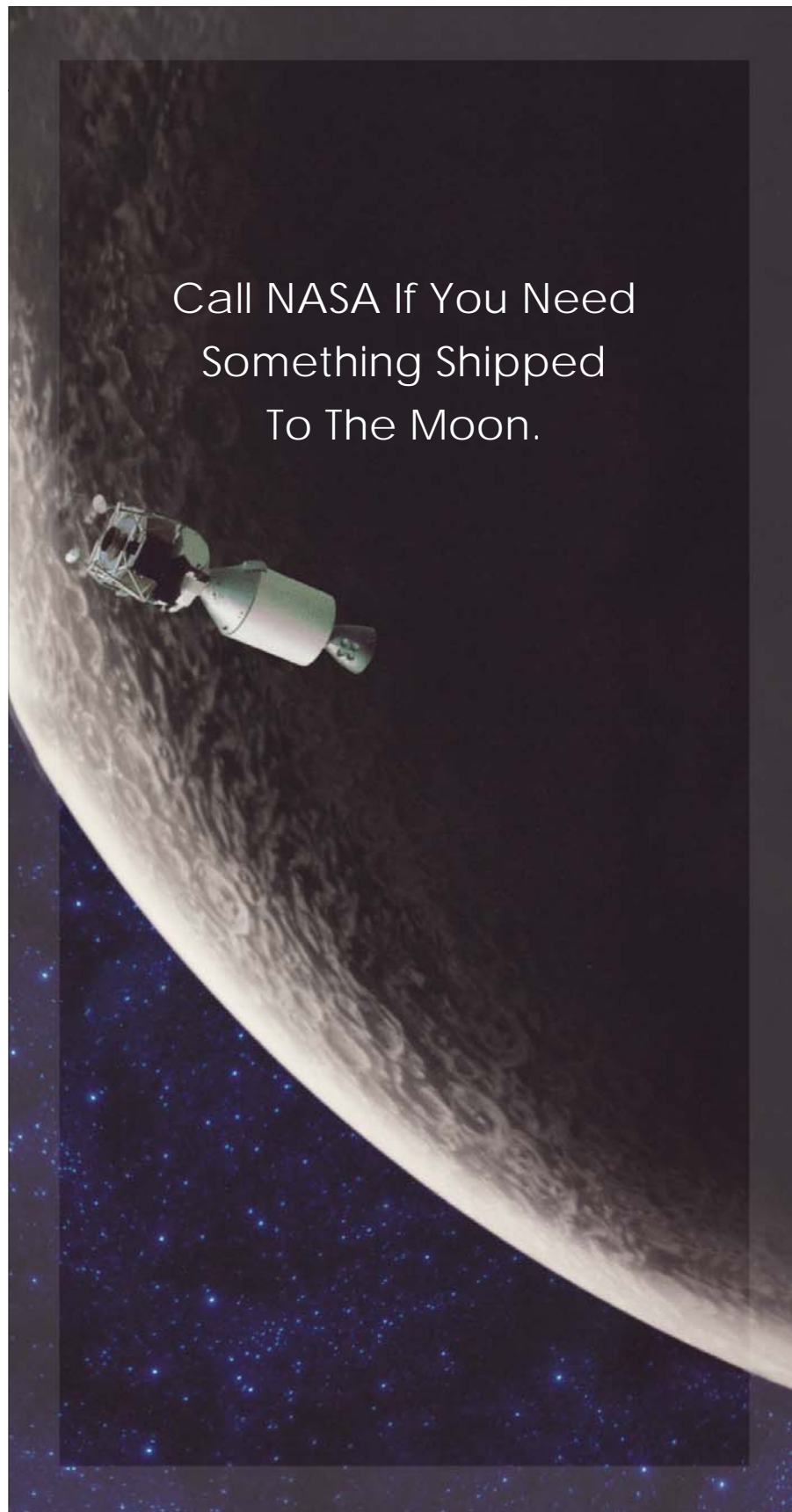


See below for a larger view of this mailing.

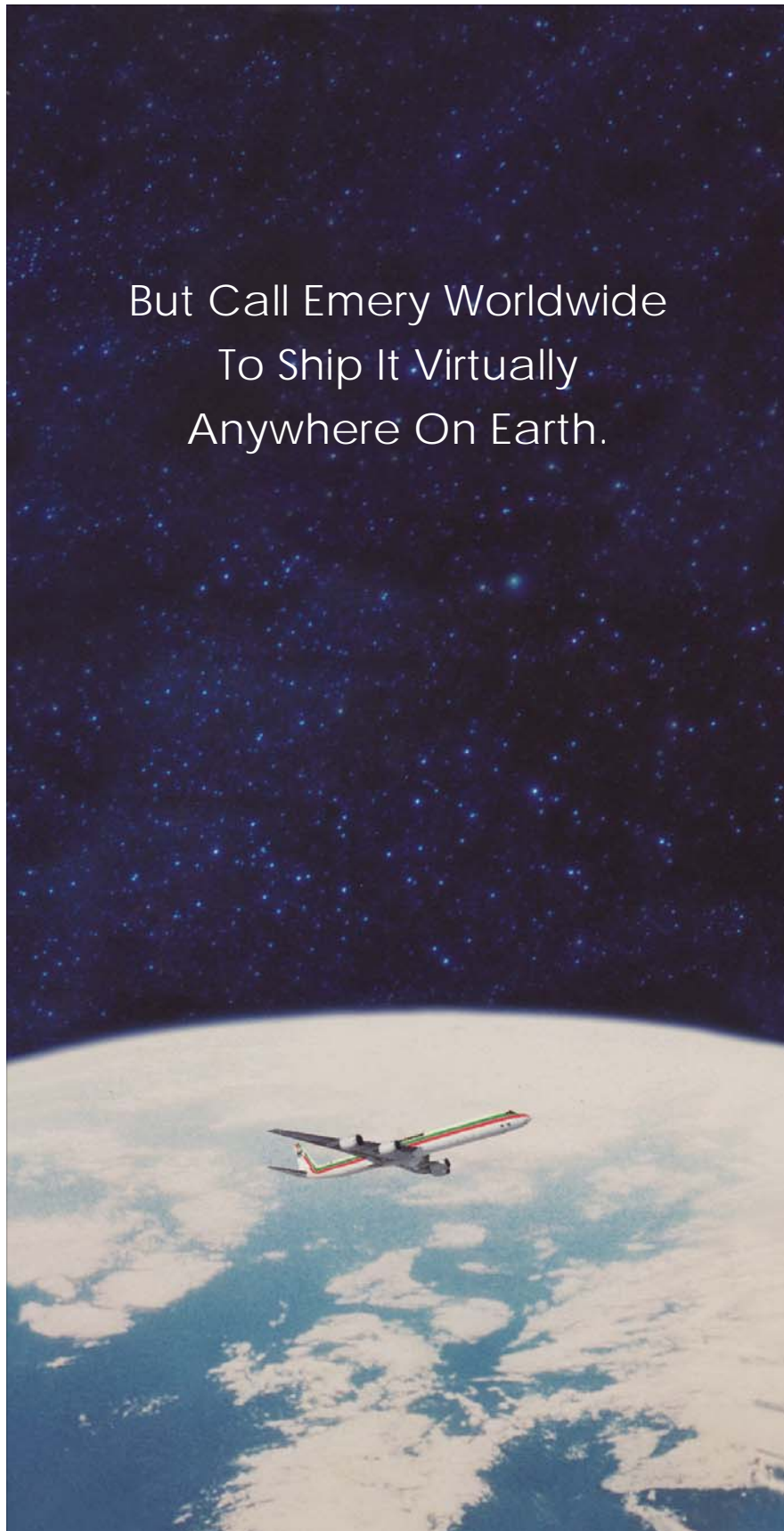
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Cover



Flap panel



Inside panels

See next three pages for larger views of these panels

Emery Worldwide: Service That's Just Out Of This World.

In the empty void of space, it weighs next to nothing. But here on Earth, the command module for the legendary Apollo moon missions weighs in at more than 18,000 pounds.

With a powerful Saturn V rocket, NASA could send it to the moon and back. But when this Apollo 13 command training module needed to be shipped from Los Angeles to London, the mission was assigned to the top-flight team at Emery Worldwide.

EMERY WORLDWIDE: MAKING SURE ALL SYSTEMS ARE "GO."

Built in 1970 by Allied Signal to train the Apollo 13 crew, this specific command module also starred in the hit movie, *Apollo 13*.

Far more than just a realistic model of a sophisticated spacecraft,



this vehicle symbolizes the excitement and adventure of an era when humans first set foot upon another world.

To make absolutely certain this treasure of aerospace history got to the Farnworth Air Show in London safely and on time, a special team from Emery's Trade Show and Convention Group made all the arrangements – coordinating the logistics and arranging for customized packing and crating.

ONE SHORT CALL TO EMERY ... ONE GIANT LEAP FOR YOUR SHIPMENT

Shipping a spacecraft to a trade show halfway around the world may be far from routine, but Emery Worldwide rises to any challenge, providing a complete range of global services to meet virtually any need.

For customized security, handling, and delivery of aerospace and defense cargo, call on our experienced Aerospace Industry Group. And for help in coordinating the complex logistics of your next exhibit, contact our Trade Show and



All Systems "GO": A specialized team from Emery Worldwide prepares and crates this 18,000-pound, 14-foot long Apollo 13 command capsule for shipment from Los Angeles to London.

Convention Group. Indeed, all of our specialized Emery industry groups operate under one mission – to be ready to handle both your routine day-to-day deliveries and anything else that needs a more customized level



Two Mission Commanders review the exhibit. Teresa Aldrich, Director of Emery's Aerospace Group, and Jim Lovell, who was commander of the actual Apollo 13 mission in 1970.

of service. Whether you're shipping 5 pounds, 5,000 pounds, or even more, take advantage of our expertise and vast global network of 580 service locations in more than 180 countries. You'll find all the services you need, including:

09:30 SERVICE Guaranteed delivery before 9:30 a.m. to thousands of destinations in North America – regardless of size or weight. No appointment or pre-scheduling required.

EXPEDITE! The fastest, most flexible ground and air freight service to global destinations, available 24 hours a day, 365 days a year.

CUSTOM BROKERS Efficient clearance through customs to prevent costly delays and penalties and no need to deal with the tedious paperwork.

GLOBAL LOGISTICS Customized services to manage warehousing, inventory – and, of course, worldwide shipping by land, sea, and air.

OCEAN SERVICES U.S. import/export ocean services for less-than-container loads (LCL), full-container loads (FCL), and vessel charters for all commodities.

FOR YOUR NEXT SHIPMENT, JUST LAUNCH YOUR WEB BROWSER AND VISIT WWW.EMERYWORLD.COM, OR CALL 1-800-HI-EMERY.

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Inside / left

Emery Worldw

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FOR YOUR NEXT SHIPMENT, JUST LAUNCH

Inside / center

ide: Service That's Just Out

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Inside / right

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ORLD.COM, OR CALL 1-800-HI-EMERY.

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Offer panel

Launch Your Next Shipment
With Emery And Get Your
Free Apollo Space Pen.

This dependable Space Pen features the same advanced cartridge NASA selected for the Apollo space missions ... still used by astronauts today.

Pressurized and nitrogen-powered for use in zero gravity, it works upside down and writes smoothly on virtually any surface, even under water. And because the cartridge is hermetically sealed, the ink won't dry out for more than 100 years!

Get your free Space Pen, and an offer for another free gift, just for shipping with Emery.



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Mailing panel



P.O. Box 00000
Santa Ana, CA 92799

FIRST CLASS
US POSTAGE
P A I D
SAN FRANCISCO, CA
PERMIT NO. 0000

Sam Sample
Title
Company
Address
City State Zip



Get A Free Space Pen Just For Shipping With Emery – Details Inside