

CLIENT Mindjet

PROJECT Direct mail

OBJECTIVE

Offer free trial of mind mapping software to college professors and graduate students.

BACKGROUND

Mindjet MindManager is a leading mind-mapping application for project planning and brainstorming.

Although used widely as a business planning tool, MindManager provides the academic community with flexible technology for planning, collaboration, and exchanging ideas, an ideal tool for college students and faculty.

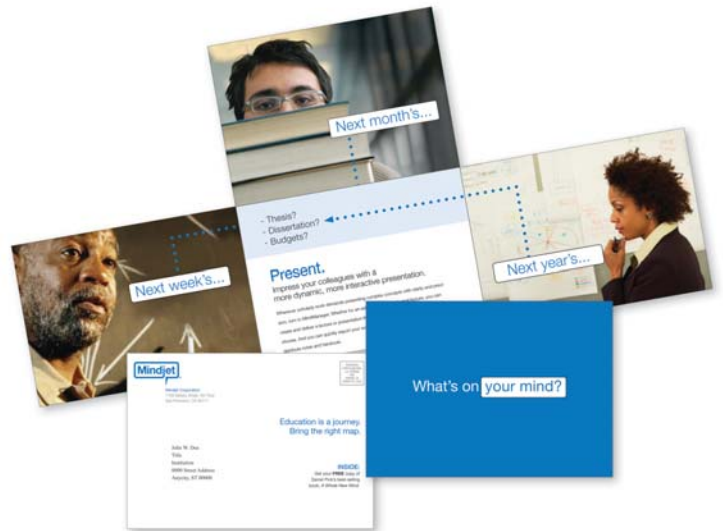
PROJECT OVERVIEW

As a part of this project, several branding concepts were explored. The one selected – “What’s on your mind?” – appeals to a range of academic needs that resonate with both students and faculty.

The core idea of the campaign is that whatever is on one’s mind, MindManager makes all the planning and collaboration easier.

This mailing offers a free trial of the software and was sent to college faculty members, plus graduate students with teaching and research duties.

See my web site for additional examples of how this concept was executed, including an email and fulfillment materials.



See below for a detailed view of this direct mail package. This self-mailer has panels that open at 90-degree angles, so thumbnails are shown to demonstrate how the piece unfolds.

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Cover

What's on your mind?

Mailing panel



Mindjet Corporation
1160 Battery Street, 4th Floor
San Francisco, CA 94111

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
ONTARIO, CA
PERMIT NO. 1540

Education is a journey,
so bring the right map.

John W. Doe
Title
Institution
0000 Street Address
Anycity, ST 00000

INSIDE:
Get your **FREE** 21-day trial
of Mindjet MindManager

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Reveal #1



- ▶ - Midterms?
- Lecture?
- Committee meeting?

Plan.

Stay on top of everything to
keep all your projects on track.

With Mindjet® MindManager®, education becomes more focused, more dynamic, and more effective. Start any project by brainstorming ideas directly into MindManager. Then organize related concepts and link your ideas directly to web pages or Microsoft Office documents. With MindManager, you'll always keep the big picture in view, and have the power to quickly drill down into all the relevant details.

Page above enlarged



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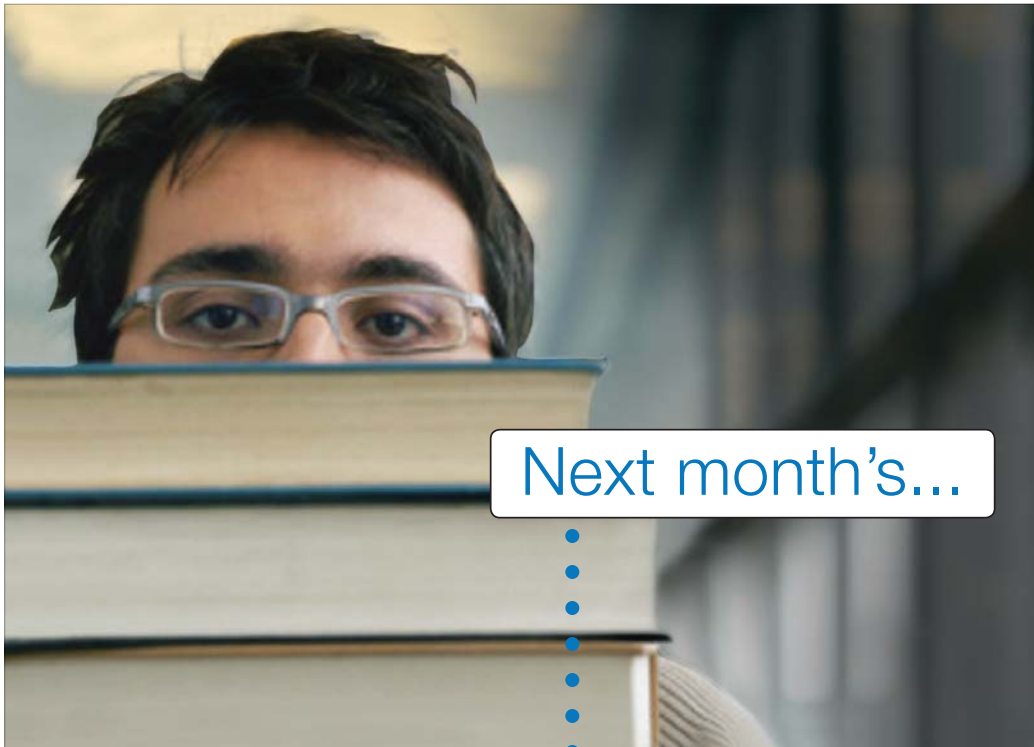
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Reveal #2



Next month's...

- Group project?
- Symposium?
- Fund raising?

Share.

Keep everyone in the loop
to improve campus teamwork.

When academic teamwork counts, count on MindManager. Every team, every group, and every committee can use powerful visual technology to stay focused on long-term objectives and short-term goals. Share ongoing progress reports. Coordinate schedules. Brainstorm new ideas. Best of all, you can keep everyone up to date on your project, thanks to free MindManager Viewer software.



Thumbnail

Reveal #4

What's on your mind?

Get an academic edge with MindManager.

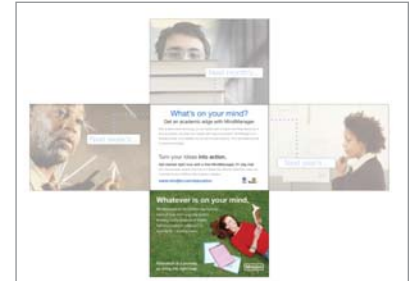
With powerful visual technology, you can explore new concepts more freely, keep track of all your progress, and share your insights with clarity and precision. MindManager is so intuitively simple, yet so flexible, you can use it to plan anything – from next week's lecture to next year's budgets.

Turn your ideas into action.

Get started right now with a free MindManager, 21-day trial

and, with purchase, receive a free copy of *A Whole New Mind* by Daniel Pink, voted one of the best books of 2005 by *Fast Company* magazine.

www.mindjet.com/education



Thumbnail

Whatever is on your mind,

MindManager is the perfect way to keep track of it all, from your big picture thinking to the smallest of details.

Get the academic edge you're looking for – starting today.

*Education is a journey,
so bring the right map.*



Mindjet