

PORTFOLIO
Richard Bloch

Client:
Conway Transportation

Media:
Direct mail

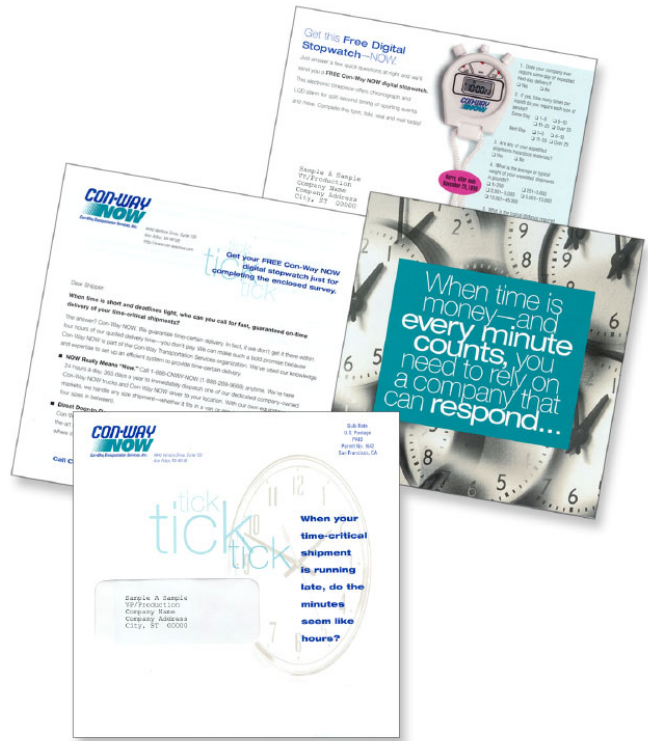
Objective:
Introduce and generate leads for time-critical delivery service

Using a courier service for rush delivery of an envelope or small box is pretty routine. But what about same-day delivery for shipments weighing thousands of pounds?

Conway NOW offers such a service – rush, same-day delivery of large shipments to destinations hundreds of miles away.

To introduce the service and generate sales leads, a mailing was sent to production and shipping managers. The mailing package uses a clock concept to introduce the service as one to use when something needs to be sent "NOW!"

In fact, the inside of the brochure features a large clock with captions showing the variety of scenarios where the service might be handy. To tie into the concept, the offer is a free digital stopwatch for completing a short survey.

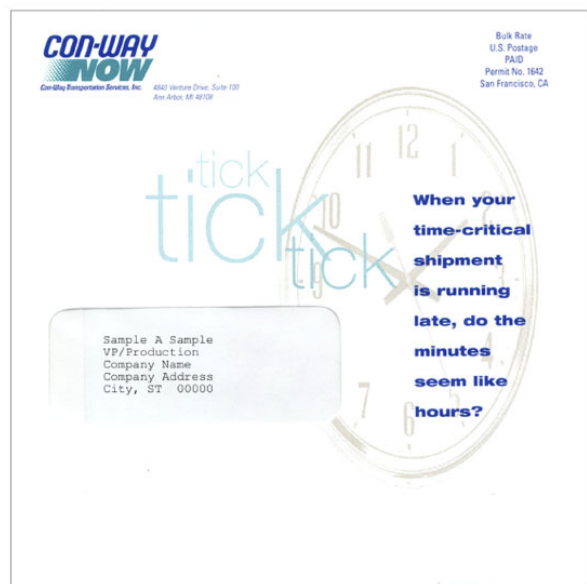


COPY

(Envelope)

tick tick tick

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



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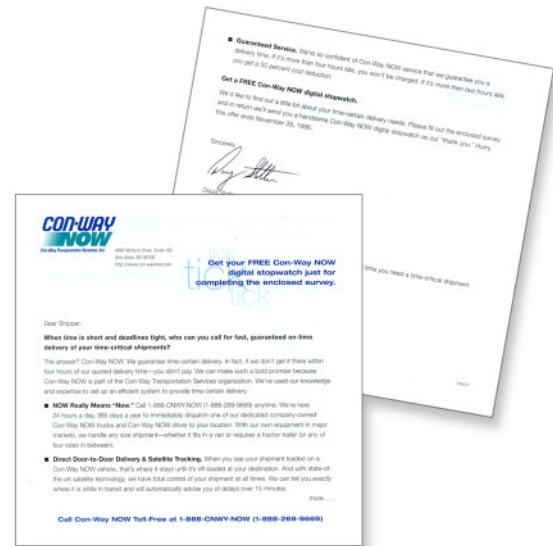
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(Letter)

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

Dear Shipper:

When time is short and deadlines tight, who can you call for fast, guaranteed on-time delivery of your time-critical shipments?



The answer? Con-Way NOW. We guarantee time-certain delivery. In fact, if we don't get it there within four hours of our quoted delivery time—you don't pay. We can make such a bold promise because Con-Way NOW is part of the Con-Way Transportation Services organization. We've used our knowledge and expertise to set up an efficient system to provide time-certain delivery.

- **NOW Really Means “Now.”** Call 1-888-CN-WY-NOW (1-888-269-9669) anytime. We're here 24 hours a day, 365 days a year to immediately dispatch one of our dedicated company-owned Con-Way NOW trucks and Con-Way NOW driver to your location. With our own equipment in major markets, we handle any size shipment—whether it fits in a van or requires a tractor trailer (or any of four sizes in between).
- **Direct Door-to-Door Delivery & Satellite Tracking.** When you see your shipment loaded on a Con-Way NOW vehicle, that's where it stays until it's off-loaded at your destination. And with state-of-the-art satellite technology, we have total control of your shipment at all times. We can tell you exactly where it is while in transit and will automatically advise you of delays over 15 minutes.
- **Guaranteed Service.** We're so confident of Con-Way NOW service that we guarantee you a delivery time. If it's more than four hours late, you won't be charged. If it's more than two hours late, you get a 50 percent cost reduction.

Get a FREE Con-Way NOW digital stopwatch.

We'd like to find out a little bit about your time-certain delivery needs. Please fill out the enclosed survey

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and in return we'll send you a handsome Con-Way NOW digital stopwatch as our "thank you." Hurry, this offer ends November 29.

Sincerely,

Doug Stotlar
Vice President General Manager

P.S. Please keep the enclosed Rolodex card handy for the next time you need a time-critical shipment delivered. Any size. Any weight. Any time. Guaranteed.

(Brochure cover)

When time is money – and every minute counts, you need a company that can respond...

(Brochure inside)

NOW!

Introducing Con-Way NOW--for expedited shipping when every minute counts. On time. Guaranteed.



When time is short and your delivery needs to get there now, call Con-Way NOW for time-certain delivery of your critical shipments. We'll immediately schedule your pick-up-and if we miss our quoted delivery time by more than four hours, your shipment is free.

We can meet your impossible deadlines because we maintain a fleet of dedicated company-owned vehicles and drivers with coverage in major markets.

At Con-Way NOW, we monitor your shipment's progress as it goes directly to its destination. Thanks to satellite technology and on-board computers, we can tell you exactly where your shipment is at all times.

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And as part of the Con-Way Transportation Services companies, we provide the most professional service and support in the industry. Ship virtually anything with Con-Way NOW-any size, any weight.

And ship any time because we're here 24 hours a day, 7 days a week, 365 days a year. So the next time you need to meet one of those "Now" deadlines when every minute counts, call the "Now" specialists-Con-Way NOW.

(picture of clock with deadline scenarios)

8:37 am

Staff Meeting

Boss complains about being behind schedule and asks for suggestions to save time and avoid disaster.

10:12 am

VP of Production calls

About 1000 pounds of parts need to get to Chicago for the late shift tonight-or the whole assembly line shuts down.

12:32 pm

Lunch with Market Planning Staff

They'll be needing to move inventory from St. Louis-over Labor Day weekend!

2:16 pm

Yesterday's shipment to the plant is late

Was supposed to be in at noon. Dispatcher says "drivers on the way" but can't give a definite time. Plant Manager demands a better solution for critical time-certain shipments.

3:35 pm

VP of Production calls again

The Milwaukee shipment was supposed to be ready at 4 p.m., but now its looking more like 7 p.m. "Can we still get it there tomorrow?"

4:49 pm

Indianapolis plant calls

They need a just-in-time infusion of parts ASAP to keep the assembly line running. "What kind of turn-around time can you give me?"

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(Reply device)

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, fold, seal and mail today!

