

PORTFOLIO

CLIENT:
Covad Communications

PROJECT:
Direct Mail

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Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

BACKGROUND:

Covad is a leading supplier of broadband services throughout the US. To promote its data T1 service and gain business from local telephone companies, this direct mail package was sent to leaders at small- to medium-sized businesses.



(Envelope)

**Save up to \$4,400
by Choosing Covad data T1
over the local phone company.**

(Letter headline)

**Say goodbye to phone company bureaucracy
Say goodbye to high costs
Say hello to Covad data T1**

*... And save up to \$4,400.
Call 1-800-000-0000 now or visit www.URL.com*

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Dear Colleague:

If your T1 service contract is coming to an end soon, your current provider is probably already putting pressure on you to renew.

But before you decide, ask yourself a question. *Are you willing to put up with more poor service, annoying downtime, and expensive bundled pricing?*

If not, then look into dependable data T1 service from Covad, a major industry leader in offering business-class broadband connectivity.

With Covad data T1 service, your business gets connected quickly – and stays connected – thanks to the highest level of service, reliability, and performance.

And you'll be in good company, too. As the first firm to commercially deploy DSL in the US, Covad has invested hundreds of millions of dollars to build a network that serves all major metropolitan areas. In fact, Covad is the broadband supplier of choice for a wide range of blue-chip companies.

**Call 1-800-000-0000 or visit www.URL.com
by 00/00/00 to save up to \$4,400 on data T1 service**

For a limited time, Covad is offering a package of savings just for signing up for Covad data T1 service – a savings of up to \$4,400.

Choose a fractional data T1 line for as little as \$000 or full data T1 service for just \$000 month.

Best of all, there's *absolutely no bundling of services* so you pay only for the connectivity you *really* need.

But while saving money is certainly important, we know nothing is more critical than making sure that your data T1 line stays up and running. That's why Covad offers the highest level of operational excellence that includes:

- **Professional installation** so you're set up right the first time
 - **A 99.99% uptime guarantee** to protect your mission-critical applications
 - **Phone support 24 hours a day, seven days a week** from a T1-dedicated team
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- **Fast upload and download speeds** so you can run video conferencing, host your own web site, and more.

**Take just five minutes to
find out how much you can save.**

Just call 1-800-000-0000, visit www.URL.com, or return the enclosed reply form to find out more about service availability and pricing in your area. But hurry. This valuable \$4,400 savings offer ends 00/00/00.

Sincerely

Name
Title

P.S. Remember, you can say goodbye to poor customer service and high bundled pricing. Just say hello to Covad data T1 – and save up to \$4,400. Call 1-800-000-0000 or visit www.URL.com now.

Reply Form:

Save up to \$4,400 on Covad Data T1

Yes, I'd like find out about reliable Covad data T1 service in my area and to find out how I can take advantage of savings of up to \$4,400. My contact information is below.

Name
Address
City State Zip

Telephone
Email

I am interested in ___ fractional data T1 ___ full data T1

For faster service, call 1-800-000-0000, visit www.URL.com, or mail this reply form back in the enclosed envelope.
