

► **PORTFOLIO**
Richard Bloch

Client:
Emery Worldwide

Media:
Direct mail

Objective:
*Encourage usage of courier
and cargo services*

Emery Worldwide positions itself as offering a highly customized level of courier and cargo services.

Most Emery shipments are fairly routine. But the company prides itself on meeting virtually any special need. To present this idea, a mailing was developed around the story of an unusual shipment – that of a family of cheetahs.

The self-mailer tells the story of the shipment and illustrates the value of shipping with a company that can handle such unique requirements.



COPY

(Cover)

**Sleek. Streamlined.
Aerodynamically designed.
It can go from 0 to 45 MPH
in just 2 seconds.**

(Flap Panel)

**But when it really needs
to get there fast, it hops
aboard Emery Worldwide.**

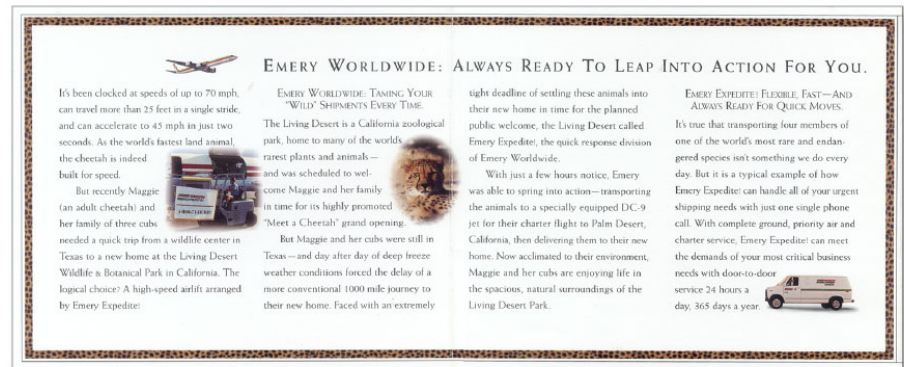
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(Inside)

**Emery Worldwide:
Always ready to leap into
action for you**

It's been clocked at speeds of up to 70 mph, can travel more than 25 feet in a single stride, and can accelerate to 45 mph in just two seconds. As the world's fastest land animal, the cheetah is indeed built for speed.



But recently Maggie, an adult cheetah, and her family of three cubs needed a quick trip from a wildlife center in Texas to a new home at the Living Desert Wildlife & Botanical Park in California. The logical choice? A high-speed airlift arranged by Emery Expedite!

**EMERY WORLDWIDE:
TAMING YOUR “WILD” SHIPMENTS EVERY TIME.**

The Living Desert is a California zoological park, home to many of the world's rarest plants and animals—and was scheduled to welcome Maggie and her family in time for its highly promoted “Meet a Cheetah” grand opening.

But Maggie and her cubs were still in Texas – and day after day of deep freeze weather conditions forced the delay of a more conventional 1000 mile journey to their new home. Faced with an extremely tight deadline of settling these animals into their new home in time for the planned public welcome, the Living Desert called Emery Expedite!, the quick response division of Emery Worldwide.

With just a few hours notice, Emery was able to spring into action – transporting the animals to a specially equipped DC-9 jet for their charter flight to Palm Desert, California, then delivering them to their new home. Now acclimated to their environment, Maggie and her cubs are enjoying life in the spacious, natural surroundings of the Living Desert Park.

**EMERY EXPEDITE! FLEXIBLE, FAST
AND ALWAYS READY FOR QUICK MOVES.**

It's true that transporting four members of one of the world's most rare and endangered species isn't something we do every day. But it is a typical example of how Emery Expedite! can handle all of your urgent

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shipping needs with just one single phone call. With complete ground, priority air and charter service, Emery Expedite! can meet the demands of your most critical business needs with door-to-door service 24 hours a day, 365 days a year.

(Offer panel)

**GET YOUR FREE
EMERY SUPER PLIERS,**

**THE ONE TOOL YOU'LL NEED
TO FIX JUST ABOUT ANYTHING –
JUST BY SHIPPING WITH
EMERY WORLDWIDE.**

Your Emery SuperPliers do more than just any pair of pliers. It gives you quick access to a wide array of additional practical tools, including screwdrivers (standard, Phillips and flathead), knives, openers and more—all specially designed to fold into the convenient handle.

So just as Emery Worldwide can meet virtually all your air, ocean and expedited shipping needs with just one single phone call- you'll be prepared with the one tool you need to make minor repairs, open packages and more. And when you receive your Emery SuperPliers, you'll get another opportunity to qualify for a free gift, just for shipping with Emery.



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