

► **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 that, a mailing was developed around the story of an unusual shipment – that of a legendary Apollo space capsule.

The self-mailer tells the story of the shipment and illustrates the value of shipping with a company that can handle such a unique piece of cargo. The offer, a space pen, ties nicely into the concept.



COPY

(Cover)

**Call NASA If There's
Something You Need
Shipped To The Moon**

(Flap Panel)

**But Call Emery Worldwide
to Ship it Virtually
Anywhere on Earth.**



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(Inside)

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

In the empty void of space, it weighs next to nothing. But here on the Earth the Apollo 13 command module is a fragile, delicate piece of cargo weighing close to 19,000 pounds.

With NASA's help and a powerful Saturn V rocket, it can get to the Moon in just a few days. But when this Apollo 13 command module replica needed to get from Los Angeles to the Farnborough Air Show in London, the mission was assigned to a top-flight team at Emery Worldwide.

**EMERY MAKES SURE
ALL SYSTEMS ARE "GO".**

Built in 1970 by Allied Signal to train the Apollo 13 astronauts for man's third Moon-landing attempt, this replica of the Apollo 13 command module also starred in the box-office hit movie "Apollo 13": But it's much more than a realistic model of a sophisticated spacecraft. Indeed, it's a symbol of an exciting period in our history when humans first left the Earth to set foot upon other worlds.

To make sure this treasure of aerospace history got to London safely and on time, a special team from Emery's experienced Trade Show and Convention Industry Group made all the arrangements and coordinated all of the logistics – including packing, crating, and shipping the delicate cargo to London.

**ONE SMALL CALL TO EMERY...
ONE GIANT LEAP FOR YOUR SHIPMENT.**

Shipping a full-scale spacecraft model to a trade show halfway across the earth may be far from routine, but it is yet another example of what we call "Customerization." That means we access Emery's wide range of global resources to meet your specific shipping needs.

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Call on our Aerospace Industry Group when you need customized security, handling, and delivery of aerospace and defense cargo. Or call on our Trade Show and Convention Industry Group to handle the complicated logistics of your next exhibit. Indeed,

AVIATION SERVICES | Guaranteed delivery of your shipment before 9:30 a.m. to thousands of destinations in North America—no matter what size or weight. No appointment or pre-scheduling required!

EXPEDITED | The fastest, most flexible ground and air freight to destinations worldwide. 24 hours a day. 365 days a year.

CUSTOMS BROKERS | Efficient clearance through customs to help you avoid tedious paperwork, costly delays and penalties.

GLOBAL LOGISTICS | Customized services providing maximum efficiency in international freight shipments by land, sea and air, including warehousing solutions.

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

THE MISSION CONTENDERS
Bernie Alish, Director of Emery's Aerospace Group, and in charge of the Apollo 13 shipment and Jim Lovell, commander of the actual 1970 Apollo 13 Mission, view the exhibit.

FOR OUT OF THIS WORLD SERVICE, CALL 1-800-HI-EMERY-OR LAUNCH YOUR WEB BROWSER AND VISIT HTTP://WWW.EMERYWORLD.COM

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Call on our Aerospace Industry Group when you need customized security, handling, and delivery of aerospace and defense cargo. Or call on our Trade Show and Convention Industry Group to handle the complicated logistics of your next exhibit. Indeed, the mission of each specialized Emery industry group is to be familiar with your unique needs and day-to-day challenges.

And whether you're shipping 5 pounds, 5,000 pounds-or more; whatever your needs, Emery's worldwide network of more than 580 service locations in over 180 countries can offer you services such as:

- 09:30 SERVICE - Guaranteed delivery of your shipment before 9:30 a.m. to thousands of destinations in North America-no matter what size or weight. No appointment or pre-scheduling required!
- EXPEDITE! - The fastest, most reliable ground and air freight to destinations worldwide, 24 hours a day, 365 days a year.
- CUSTOMS BROKERS - Efficient clearance through customs to help you avoid tedious paperwork, costly delays and penalties.
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**For out of this world service,
call 000-000-0000 or launch your
web browser and visit www.emeryworld.com**

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Media:
Direct mail

(Offer Panel)

**Launch Your Next Shipment With
Emery Worldwide And Get A
Free Apollo Space Pen**

It features the same dependable Space Pen cartridge tested and selected by NASA for the Apollo space missions – and is still being used by astronauts today. Pressurized, and nitrogen-powered for use in the zero-gravity void of outer space, your Apollo Space Pen will meet virtually any challenge.

It writes just as smoothly and dependably in freezing -50° cold as it does in blistering $+250^{\circ}$ heat. Need to write under water? Upside down? Over grease and fingerprints? No problem for the Apollo Space Pen. It writes on virtually any surface; and because the cartridge is hermetically sealed, the ink inside won't dry out for more than 100 years.

And with your Apollo Space Pen, you'll get another opportunity to qualify for a free gift, just for shipping with Emery.

