

# What does playing games have to do with good direct marketing?

**A lot.** Good promotional materials will attract your target audience, like a new fun game. Stop them in their tracks. Stimulate their imagination. And tempt them to play.

Then, drive them to Yes, lifting response and delivering positive ROI. How? Using devices like scratch-offs, pop-ups and pull strips tied together with a strong creative concept will entice your audience to get involved—giving you a sure winner.

Whether your budget covers just a postcard or a full package, dimensional mailer or integrated campaign, do this right and you'll outperform the competition and gain market share.

Don't play games. Get DM Creative Group on your team. Start engaging your audience. Start winning.

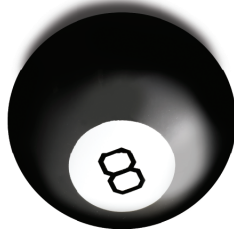
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**Q:** Will I discover how to engage my target market...boost response...and win the marketing game?



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