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One Voice Across All Media. Concentrated Communication.

case study

DIRECT MARKETING

Company:
Pitney Bowes

Industry:
Mailing and Office Supplies

Challenges:

- Showcase product offerings
- Emphasize the “Mailstream” marketing message
- Satisfy government regulations



Solution:

Pitney Bowes provides the world's most comprehensive suite of mailstream software, hardware, services and solutions to help manage the flow of documents, letters and packages into, within, and out of organizations of all sizes. As the world's largest producer in this industry, Pitney Bowes embraces integrated marketing and uses multiple channels to deploy its product and message. Hudson Fusion designed and produced an annual 66- page catalog that featured key messaging and visual references about the Pitney Bowes “Mailstream” value proposition, simple product photography, color coded sections and three prominent call-to-action prompts.

The catalog provided customers with comprehensive product information in a concise, easy-to-read and easy-to-order format. It reinforced the “Mailstream” message on each page through visuals and specific language. Additionally, the mailing date satisfied government regulations. In addition to its creative resources, Hudson Fusion leveraged its brand development and marketing strategy expertise to help boost Pitney Bowes supplies revenue.