

Dear Mr. Seta,

I am a writer, not a graphic artist, so I will not attempt to design a cover page for your catalog. However, in reviewing the five samples provided to AWAI, it seemed to me that part of the "staleness" of the covers has to do with the free gift offer. I love the idea of a free gift offer, but yours never seems to change, nor does it contribute directly to getting people to open the catalog.

I suggest that you could take nearly any of the covers, change the free gift offer to one of the offers below, and the OPEN ratio would improve. Contests, treasure hunts, and similar activities can increase the FUN that people find in your catalog, which means that they will look for it in the mail and open it right away. If there are children in the home, (and there will be in many of these homes) then this will encourage them to browse your catalog and turn them into future customers. (Or nag Mom for something they want NOW!)

I have provided sample COVER text for each concept, but to work, each would also require modifications to some pages inside your catalog. The wording of both concepts is intended to cause readers to search through almost every page of the catalog, rather than just turn to a particular page. If you want to try these concepts, I would be thrilled to contribute ideas and text to implement them.

Sincerely,

Gordon Foreman
gpforeman@gmail.com

Contest

Our prices are always outrageously LOW, but in this catalog there are five ads that are simply OUTRAGEOUS! What makes them outrageous? It may be the price. It may be the model. It may be the description. But if you can find all five ads, we'll GIVE YOU a FREE \$20-value gift!! (With any paid order)

Treasure hunt

Gold, Silver, and Jewels have always been TREASURE (ask any pirate), so in this catalog FULL of GOLD SILVER & JEWELS we have included a TREASURE HUNT! Complete the TREASURE HUNT and we'll GIVE YOU a TREASURE valued at \$20 with any paid order. The instructions, along with the first clue, are found on the page with the gold cat pendant.

PS – I got the idea for the gold cat pendant from the items you have listed on your website. If you would rather use a different item, that is easy to adjust. Ideally, we would want to use as clues items that we want to promote.