



POSTAL VAULT[©]



“I stopped feeling safe the day my new checks were stolen from my mailbox. My life has never been the same.”



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What We Did To Prepare

Primary Research

Performed over 200 in-depth interviews; conducted 45 focus groups; conducted one-on-one interviews; performed 20 quantitative studies involving 825 people; interviewed 14 identity theft experts and 20 journalists who have published articles on mail fraud and identity theft.

Research Reports

FTC: Consumer Fraud and Identity Theft Complaints Data; Harris Interactive: Identity Theft New Survey and Trend Report 2003; Second Identity Theft Victimization Study-Identity Theft: The Aftermath: 2004; The Better Business Bureau/Javelin Study: Telephone Survey of 4,000 Consumers; Nielsen Media Research; SRDS; Simmons Syndicated Data, and Mediamark Research Inc.

Publications

ABI Inform; Ad Age; Ad Week; Brandweek; Business Week; Catalog Age; Lexis-Nexis Universe; Media Week; New York Times; News Week; Wall Street Journal; Marketing Guide to Media

Website Analysis

www.javelinstrategy.com/report
www.consumer.gov
www.bbbonline.org
www.idtheftcenter.org
www.investmentnews.com



Acknowledgement

We would like to express our deepest gratitude to Dr. Larry Chiagouris for his hard work, dedication, support, and passion for our team. We appreciate the extra hours he put in, the strength he gave us, and most importantly, his enthusiasm for advertising.

We would also like to take an opportunity to thank the following people:

Dr. Martin Topol

Dr. Ipshita Ray

Advertising Professionals who have changed our point of view:



"You must make the product interesting, not just make the ad different."

-Rosser Reeves



"The greatest thing to be achieved in advertising, in my opinion, is believability, and nothing is more believable than the product itself."

-Leo Burnett



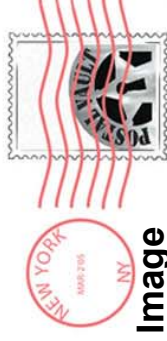
"If it doesn't sell, it is not creative."

-David Ogilvy



"Nobody counts the number of ads you run; they just remember the impression you make."

-Bill Bernbach



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Executive Summary

Secure, durable, theft resistant mailboxes are relatively new – a product and category set to grow rapidly with the proper advertising and promotion.

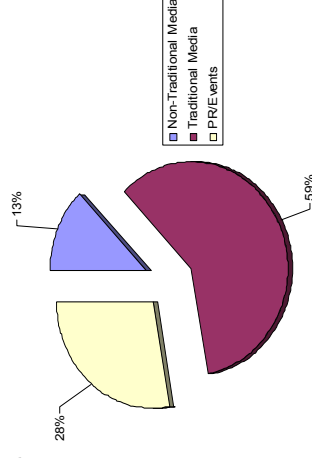


The quote on our cover is taken from a housewife whom we interviewed during the course of our research. Safe, secure mail should be one of our inalienable rights. This is something most Americans do not have. People have become complacent. Mail is a low involvement category until someone's identity is stolen due to mail theft. Our key insight is that most people will not purchase a \$300 mailbox, but they will spend \$300 to protect their way of life. Postal Vault®, as the category leader, must sound the alarm to bring people together in the battle over stolen mail and stolen identities. Our creative approach does not play on fears to frighten the public. Instead, we give the public a solution. We demonstrate that good people can win the battle to protect their mail with Postal Vault®, that they can be confident and feel secure knowing that Postal Vault® will help protect their identity. Our creative approach is dramatized by showing people taking extreme approaches to protect their mail. We create the category by urging consumers to get an effective solution...to get a Postal Vault®. Nothing in life is guaranteed, but with a Postal Vault®, people can go forward with confidence and they can lead a more secure life.

We will put a face on Postal Vault® and turn it into a warm and supportive company. As the President of an important company, we will include Bobbie Cox in many of our programs; when appropriate. To make the budget work harder, we will allocate a substantial portion of our resources to below the line elements and non-traditional media. With a limited time frame for the campaign, we will begin immediately with heavy up awareness building programs. The awareness established in the early stages will pay dividends in supporting below the line tactics as the campaign unfolds.

Those tactics will include programs that create new partnerships with AMC, ADT, Century21, Fellowes, Carlson Travel, and Allstate. Every tactic has been selected to generate buzz. From our live billboards presenting people seeking to protect their mailbox, to a missing letter campaign, to the 79th Academy Awards/Oscars' secure balloting, we expect to see many of our efforts reported on the nightly local news. We will allocate extra media, event and public relation resources in key states showing high identity theft and mail theft rates.

The newness of the category requires that we incorporate performance tracking tools, which will provide constant feedback to make improvements throughout the campaign. We will do this and more. Our modeling work, although still in its early stages, indicates that our recommended program will not only meet but will exceed Postal Vault's goals. Our program, however, will do more than just meet commercial business goals. Beyond establishing Postal Vault® as the category leader, together we will be bringing a measure of security to thousands, and eventually, millions of people worldwide. Together, we will be doing important work. That is why we entered this industry. That is why we will stay in it.



Market Research



Key Findings:

- 📧 The United States Postal Service delivers 212 billion pieces of mail to over 144 million homes and businesses.
- 📧 Households received 2 billion packages.
- 📧 Transaction mail (bills, statements, payments, donations, rebates, and orders) comprises 58% of mail.
- 📧 Mail theft is on the rise as the second most common form of identity theft, yet few are concerned about their unlocked mailboxes.
- 📧 70% of those who claim that they are “well aware” of identity theft believe that it occurs online, while the leading cause of identity theft occurs offline.
- 📧 68% of consumers are confident that they have taken all the necessary measures against identity theft, but they have not done so.
- 📧 On average, victims of identity theft lose \$1,820 in earnings, 109 work hours, 64.5 vacation hours, and incur \$851 worth of expenses.
- 📧 The majority of victims spend 4-5 years clearing the damages that have been caused by identity theft. Some secondary effects include: the inability to obtain a credit card or loan and frequent calls from collection agencies.

Key Buyer Behavior: The Fear Continuum Model

Facilitating effects: We must operate here, at a moderate level of fear.

Acceptance

Rejection

Level of fear

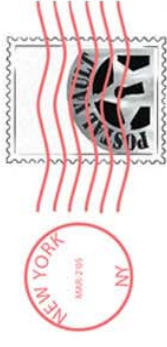
Inhibiting effects

- 📧 Our qualitative and quantitative research indicates that people turn off messages that scare them.
- 📧 There is a specific point in which instilling fear becomes ineffective.
- 📧 Our approach will target a level of arousal that is moderate.

Implication:

Inertia occurs because consumers think they are protected, but they are leaving themselves vulnerable and exposed and we must make them aware of their exposure.

Market Research: New Findings

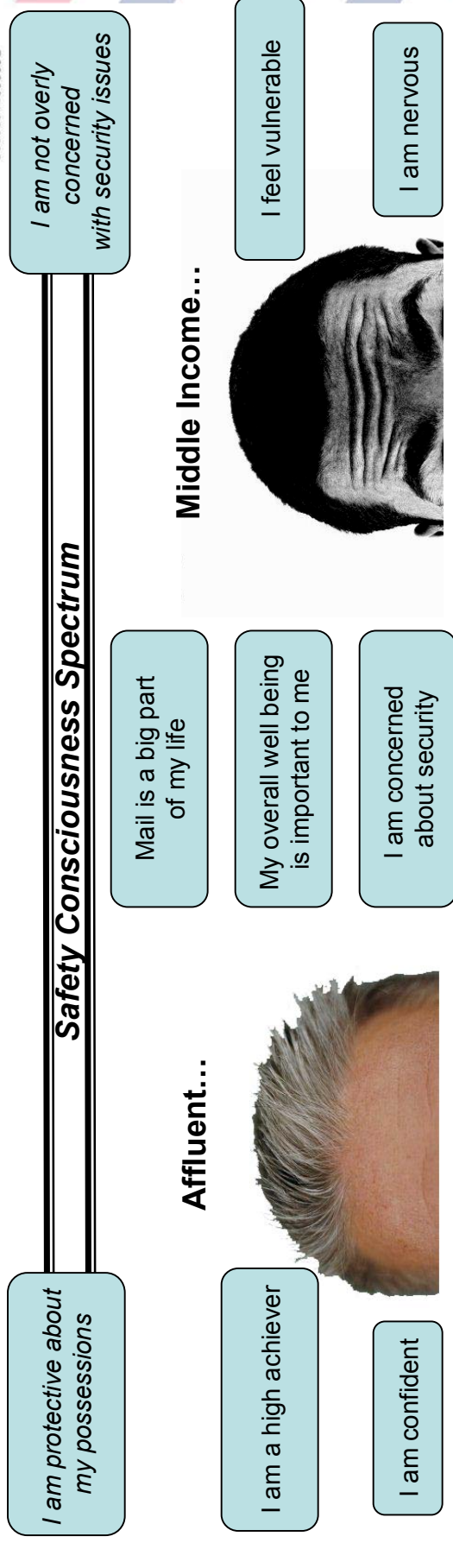


What Postal Vault© Indicated $\longleftrightarrow$ What Our Research Revealed

- | | |
|---|---|
| 1. Under what circumstances would consumers and businesses purchase a secure mailbox? | Consumers and businesses will invest in a security system that will protect their assets. |
| 2. How simple or complex is the purchasing decision? | The higher the price, the more complex the purchasing decision becomes. |
| 3. How much research goes into their decision? | Consumers spend much more time researching items that are generally twice as expensive as standard items. |
| 4. What features are the most sought after in a secure mailbox? | From our qualitative and quantitative research, our consumers place the most importance in the aesthetic quality of the mailbox as well as its durability. |
| 5. What are the factors motivating a brand choice? | Consumers display a very high level of brand loyalty in other categories, such as: burglar alarm systems, car alarm systems, home and life insurance. |
| 6. How does Postal Vault© link “secure mailbox” and Postal Vault© in a consumer’s mind? | Postal Vault© must position itself as the brand leader in the locking mailbox category by linking secure mail to a more secure life. |
| 7. Is there brand awareness? | There is no brand awareness in the secure locking mailbox industry. |
| 8. How strong is the link at present between mailbox intrusion or tampering and identity theft? | Although mailbox intrusion or tampering is the second most common case of identity theft, the link between mailbox intrusion and identity theft is weak. |
| 9. What secondary research exists to support your approach to the challenge? | Secondary research exists such as the <u>FTC Annual Consumer Fraud and Identity Theft Complaint Data</u> , <u>Javelin Strategy & Research Report</u> , <u>Identity Theft Aftermath Report</u> by the (Identity Theft Resource Center), and <u>USPS Postal Facts</u> . |

Market Research

Target Psychographically



Commonalities across targeted consumers:

- Place high value on personal and property safety
 - Own home burglar alarm systems
- Place high value on personal and property safety
 - Enjoy owning high quality products
 - Have home and life insurance
 - Family-oriented

Misconceptions:

- Consumers believe that identity theft occurs primarily through credit cards or the internet.
- Consumers do not think that they will be victims of identity theft or mail theft.
 - Mail theft is not a common crime.

Implication:

While consumers in our target market are willing to spend on products to secure themselves, their families and property, they are not prepared to spend on a secure mailbox.

Market Research

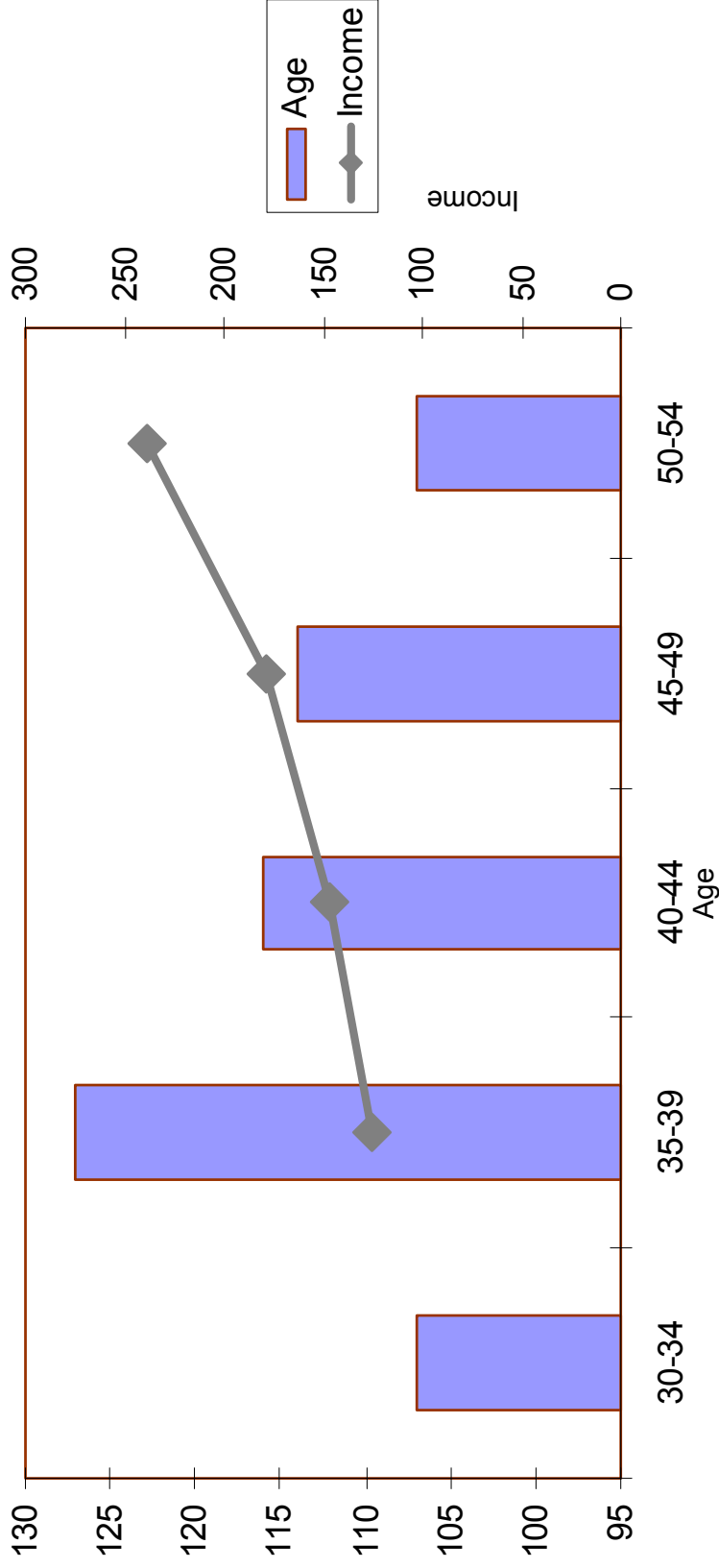
Target Demographically



Who?

- 👤 Age: 30 – 54 years old
- 👤 Household size: 2+
- 👤 Household income: \$75,000+
- 👤 Education: College and above

- 👤 Live in suburban communities
- 👤 Mail is a very important component of their lives
- 👤 Own a curbside mailbox



Implication:

The sweet spot of the target is between 35-49, based on Simmons Syndicated Data analysis and the conducted surveys.

Creative Strategy



KEY INSIGHT:

- 📧 People want a more secure life. A secure mailbox is perceived by consumers as making them feel more secure.

REWARD/UNIQUE SELLING PROPOSITION:

- 📧 When you invest in a Postal Vault®, you are not only protecting your mail but also your assets, your family, and who you are.

REASON TO BELIEVE:

- 📧 USPS Approved
- 📧 Durable and indestructible
- 📧 Large storage capacity

CREATIVE PREAMBLE:

There is a new battle in America. It is the battle of people seeking to protect their identity due to mail theft. People must wake up to mail theft. Our creative approach does not play on fears to frighten the public. Instead, we give the public a solution. We show them that they can win this battle with Postal Vault®. Our creative approach provides a sensible and effective approach to stopping mail theft. And, our creative approach dramatizes this by showing people taking extraordinary and unreasonable approaches to protect their mail. We demonstrate how consumers can go about their daily lives with confidence in the mailbox from Postal Vault®.

CREATIVE CONSIDERATIONS:

Tagline: “Secure Your Mail. Secure Your Life.”

- 📧 Instills an immediate call to action to secure mail.
- 📧 Immediately sounds engaging.
- 📧 Places a necessary quality on Postal Vault’s approach.

Art Direction:

- 📧 Show the extreme way to protect oneself from mail theft and then show the easy, simple, risk free way: Postal Vault®. Show only the most attractive styles because consumers weight décor as important.

PLEASE NOTE: What follows is television, radio, consumer print and trade marketing materials. Creative for outdoor and internet will be found in the subsequent media section.

Creative: Television

:30 Television "Secure Your Mail. Secure Your Life."



Scene:

Commercial opens up with a shot of a typical suburban street.

Voice Over (Bobbie Cox): There's a battle going on in neighborhoods.



Scene:

Confident man is walking down the street.

Voice Over: Just like yours.



Scene:

Man is hanging up 'missing mail' flyers.

Voice Over: You don't have to. And now you don't need to.



Scene:

As he passes the first house, he sees his paranoid neighbor hiding behind the bushes and watching over his mailbox which is covered in barbed wire.

Voice Over: People are going to extremes to protect their mail and secure their identity.



Scene:

Family watch dog still set to protect the mailbox.

Voice Over: They've already won the battle.



Scene:

Family watch dog set with a new task.

Voice Over: Others are suffering the consequences.



Scene:

Confident man reaches his Postal Vault©.

Creative: Television Continued



Scene:

Confident man takes his mail out of the Postal Vault© .



Scene:

Confident man retrieves his mail. He turns around and is surprised to see everyone staring at the Postal Vault© .



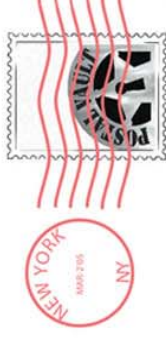
Scene:

Voice Over: Bobbie Cox:

Hi, I am Bobbie Cox. Help me help you secure your mail and secure your life.

Super: Bobbie Cox President of Postal Vault©
www.postalvault.com.

Creative: Radio



:30 second radio spot to support events and promotions

There is a silent crime spree plaguing the streets of America, and a constantly raging battle.. **<Walking through an alley way, sound of heavy shoes on gravel> <Distant Police Siren>**

People who you don't know...or maybe people you do know...are taking your valuables.

The battle concerns you, your mail, and your identity. All are at risk!

Last year over a quarter million innocent people **lost** the battle. Don't become a statistic. Join the fight and win with a Postal Vault©.

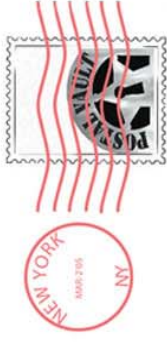
Join the Postal Vault© team as they host the Phoenix Street Fair on April 6th from 12 p.m. to 9 p.m. at the Phoenix Arena. For more information and to see how you can learn how to protect your most prized possessions, your mail and your identity, visit www.postalvault.com. Secure your mail.

<Mailbox Door Slam> Secure your life. **<A person sighs a sigh of relief>** Postal Vault©.



Creative: Consumer Print

“Unless your advertising is based on a BIG IDEA,
it will pass like a ship in the night”
-David Ogilvy



THERE ARE TWO WAYS TO SECURE YOUR MAIL AND YOUR IDENTITY

EXTREME

There is a battle going on in neighborhoods just like yours. Many have lost this battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the surveillance cameras. Only you have the key to it. Join our customers. They have already won the battle. Get a Postal Vault® Today!

EXTREMELY EFFECTIVE

There is a battle going on in neighborhoods just like yours. Many have lost this battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the surveillance cameras. Only you have the key to it. Join our customers. They have already won the battle. Get a Postal Vault® Today!

SECURE YOUR MAIL. SECURE YOUR life.

www.PostalVault.com

- Headline:**
There Are Two Ways To Secure Your Mail And Your Identity.
- Here's why it works:**
- It quickly grabs the reader's attention.
 - It is bold which helps make it stand out.
 - The message creates the desire to read the body copy.

- Tagline:**
Secure Your Mail. Secure Your Life.
- Here's why it works:**
- It links the security of life with the security of mail.
 - It is inspirational.
 - It reduces inertia and instills action.

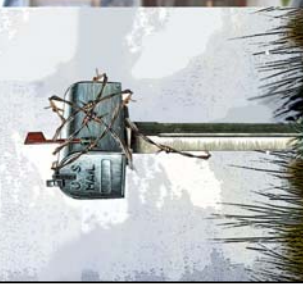
- Copy:**
- There is a battle going on in neighborhoods just like yours. Many have lost the battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the surveillance cameras.
- It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our customers. They have already won the battle. Get a Postal Vault® today!

- Here's why it works:**
- It is straight-forward.
 - It carefully ties the headline to the copy.
 - It is personal and evokes a reaction.

Creative: Consumer Print



There ARE Two Ways To SECURE Your Mail And Your Identity
Also Available In A Variety Of Styles



EXTREME

There is a battle going on in neighborhoods just like yours. Many have lost this battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the barbed wire. It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our customers. They have already won the battle. Get a Postal Vault® Today!

EXTREMELY EFFECTIVE

SECURE YOUR MAIL. SECURE YOUR life.

www.PostalVault.com



Headline: There Are Two Ways To Secure Your Mail And Your Identity.

Copy: There is a battle going on in neighborhoods just like yours. Many have lost the battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative.

Postal Vault® provides security and assurance without the barbed wire. It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our customers. They have already won the battle.

Get a Postal Vault® today!

Tagline: Secure Your Mail. Secure Your Life.

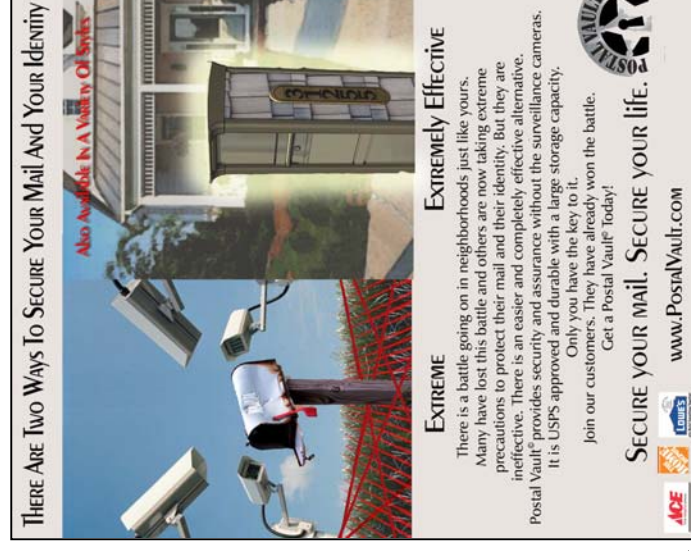


Co-operative/Consumer Print:
Headline:

There Are Two Ways To Secure Your Mail And Your Identity.
Copy:

There is a battle going on in neighborhoods just like yours. Many have lost the battle and others are now taking extreme precautions to protect their mail and their identity. But they are ineffective. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the surveillance cameras. It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our customers. They have already won the battle. Get a Postal Vault® today!

Tagline: Secure Your Mail. Secure Your Life.



There ARE Two Ways To SECURE Your Mail And Your Identity
Also Available In A Variety Of Styles



EXTREME

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EXTREMELY EFFECTIVE

SECURE YOUR MAIL. SECURE YOUR life.

www.PostalVault.com





Creative: Small Business



EXTREME

EXTREMELY EFFECTIVE

Business is a battle. You know that. But you may not know about the battle going on in offices just like yours. Businesses are taking unnecessary and ineffective precautions to protect sensitive mail and packages. There is an easier and completely effective alternative.

Postal Vault® provides security and assurance without the surveillance cameras. It is USPS approved and durable with a large storage capacity.

Only you have the key to it.

Join our business customers. They have already won the battle. Get a Postal Vault® today!

SECURE YOUR MAIL. SECURE YOUR BUSINESS LIFE.

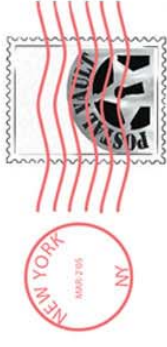
www.PostalVault.com



Headline: There Are Two Ways To Secure Your Mail And Your Business Life.

Copy: Business is a battle. You know that. But you may not know about the battle going on in offices just like yours. Businesses are taking unnecessary and ineffective precautions to protect sensitive mail and packages. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the surveillance cameras. It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our business customers. They have already won the battle. Get a Postal Vault® today!

Tagline: Secure Your Mail. Secure Your Business Life.



Headline:

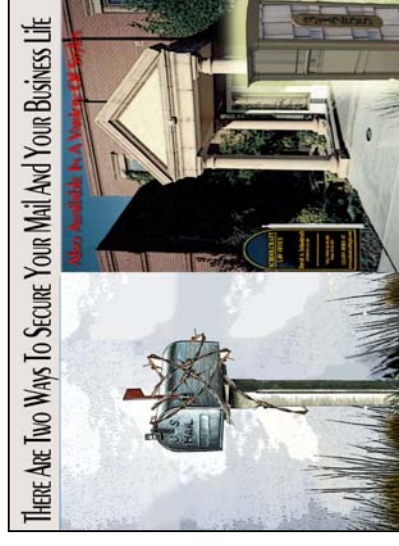
There Are Two Ways To Secure Your Mail And Your Business Life.

Copy:

Business is a battle. You know that. But you may not know about the battle going on in offices just like yours. Businesses are taking unnecessary and ineffective precautions to protect sensitive mail and packages. There is an easier and completely effective alternative. Postal Vault® provides security and assurance without the barbed wire. It is USPS approved and durable with a large storage capacity. Only you have the key to it. Join our business customers. They have already won the battle. Get a Postal Vault® today!

Tagline:

Secure Your Mail. Secure Your Business Life.



EXTREME

EXTREMELY EFFECTIVE

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Join our business customers. They have already won the battle. Get a Postal Vault® today!

SECURE YOUR MAIL. SECURE YOUR BUSINESS LIFE.

www.PostalVault.com



Creative:

Trade Marketing

Real Estate

Example



TURN THEIR NEW HOUSE INTO THEIR DREAM HOUSE

Available in a Variety of Styles

Every house has room for improvement. Add value to your homes and your customers lives. Make security a part of each sale. Now, you have the opportunity to increase your profits while building better relationships with your customers. Don't just gain a commission; gain a great reputation with Postal Vault®. It is USPS approved and durable with a large storage capacity. Only your customers will have the key to it. Join our customers. They have already won the battle against mail theft and identity fraud. Offer your customers a Postal Vault® today!

SECURE THEIR MAIL. SECURE YOUR BUSINESS.

www.PostalVault.com

Headline:

Turn Their New House Into Their Dream House

Copy:

Every house has room for improvement. Add value to your homes and your customer's lives. Make security a part of each sale. Now, you have the opportunity to increase your profits while building better relationships with your customers. Don't just gain a commission; gain a great reputation with Postal Vault®. It is USPS approved and durable with a large storage capacity.

Only your customers will have the key to it. Join our customers. They have already won the battle against mail theft and identity fraud. Offer your customers a Postal Vault® today!

Tagline:

Secure Their Mail. Secure Your Business.

Headline:

Turn Their New House Into Their Dream House

Copy:

Add value to your customers' homes and make mail security a part of the foundation. Now, you have the opportunity to increase your profits while building better relationships with your customers. Don't just build a house, build a great reputation with Postal Vault®. It is USPS approved and durable with a large storage capacity. Only your customers will have the key to it. Join our customers. They have already won the battle against mail theft and identity fraud. Offer your customers a Postal Vault® today!

Tagline:

Secure Their Mail. Secure Your Business.

TURN THEIR NEW HOUSE INTO THEIR DREAM HOUSE

Available in a Variety of Styles

Add value to your customers' homes and make mail security a part of the foundation. Now, you have the opportunity to increase your profits while building better relationships with your customers. Don't just build a house, build a great reputation with Postal Vault®. It is USPS approved and durable with a large storage capacity. Only your customers will have the key to it. Join our customers. They have already won the battle against mail theft and identity fraud. Offer your customers a Postal Vault® Today!

SECURE THEIR MAIL. SECURE YOUR BUSINESS.

www.PostalVault.com

Construction

Example



Trade & Small Business Marketing

TRADE SHOWS (\$1,000,000)

March >> November

Objective: Trade shows will allow Postal Vault© to get in front of potential trade partners and small business customers in a short period of time. It is a way to make a great first impression as well as to demonstrate the product. A study from the Simmons Market Research Bureau stated that 91% of respondents ranked trade shows as “extremely useful” for product purchasing information.



At national trade shows, it is possible to exceed 200 visitors per day. We will exhibit at two different types of trade shows: **Security** and **Home** shows. More than one-third of the attendees of home shows are home owners. Many major retailers attend both security and home shows to purchase large quantities of products. Businesses often attend shows looking for products that are new and innovative. Contractors often attend home shows to find new products to improve their own businesses. With these shows, we hit **all** of our targets.

TRADE SHOW SPECIFICS

March >> November

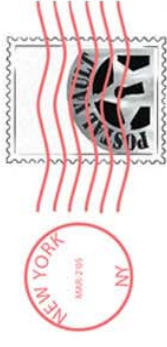
Plan of Action: Our display will feature interactive games (we will also use these with the mobile tour). This will allow businesses to become more familiar with the brand and have fun all at the same time. Brochures and catalogs will be available for interested buyers. A knowledgeable staff member will be on hand to answer any questions.

Business Audience

Branded letter openers and branded mouse pads will be given out to everyone that stops by. We will be orchestrating a mini buzz-worthy event during the trade shows such as our Missing Letters program and our Don't Leave Your Mailbox Home Alone Campaign.



Trade & Small Business Marketing



EXTREME SECURITY SWEEPSTAKES (\$700,000)

March

 **Objective:** Get potential retailers involved by having them sign up to win \$500,000 worth of security items for their businesses.

 **Plan of Action:** At trade shows and in trade catalogs, there will be advertisements for potential business to business consumers. They will win a Postal Vault® as well as a full security system from ADT. There will be multiple winners.



GROUPS UNITED AGAINST RUTHLESS DECEPTION CONFERENCE “G.U.A.R.D.” CONFERENCE (\$200,000)

March >> August

 **Objective:** We will explore different solutions to other areas of the mail and identity theft problem. We will also partner with other security companies to develop enhanced products and programs to benefit our customers.

 **Plan of Action:** Combine the efforts of groups that already exist in the fight against identity theft through event planning. Establish a conference that will identify the current laws and penalties in each of the states and develop programs that serve our market and help both legislators and law enforcement educate consumers about our products. At all times, mail theft will be a major issue addressed at the conference.

Bobbie Cox will preside over the Conference as the “Honorable Host.”



Event Marketing & Public Relations

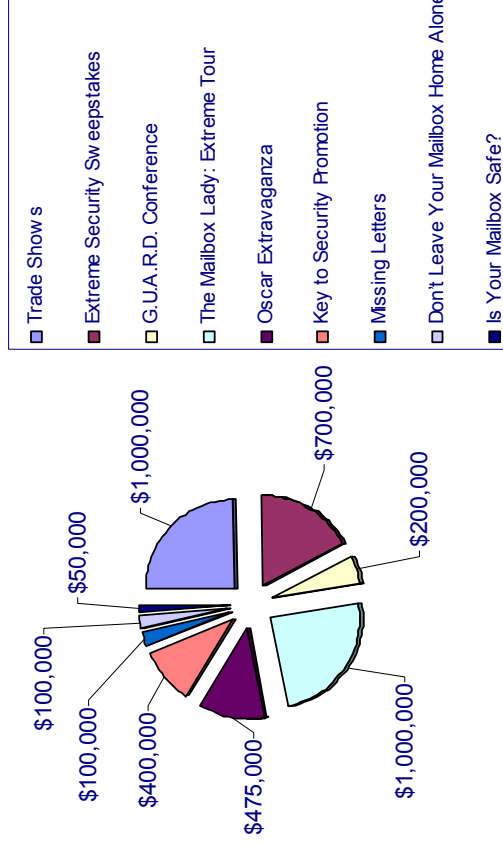


Objective: Provide consumers the opportunity to be exposed to the product through a unique brand experience and in many cases, sample the product.

Plan of Action: Execute several innovative events throughout the entire campaign period, ultimately leading to brand awareness.

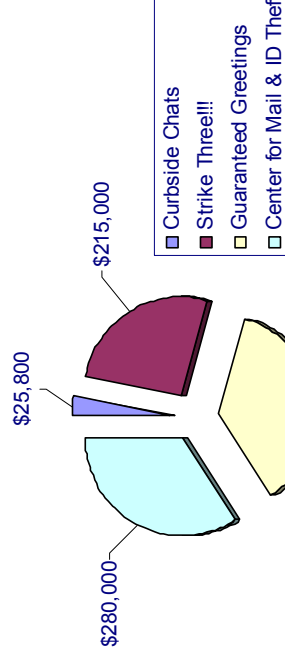
Business & Consumer Events

Trade Shows	\$1,000,000
Extreme Security Sweepstakes	\$700,000
G.U.A.R.D. Conference	\$200,000
The Mailbox Lady: Extreme Tour	\$1,000,000
Oscar Extravaganza	\$475,000
Key to Security Promotion	\$400,000
Missing Letters	\$100,000
Don't Leave Your Mailbox Home Alone	\$100,000
Is Your Mailbox Safe?	\$50,000
TOTAL:	\$4,025,000



Public Relations

Curbside Chats	\$25,800
Strike Three!!!	\$215,000
Guaranteed Greetings	\$300,000
Center for Mail & ID Theft	\$280,000
TOTAL:	\$820,800



Event Marketing

THE MAILBOX LADY: EXTREME TOUR (\$1,000,000)

April >> August

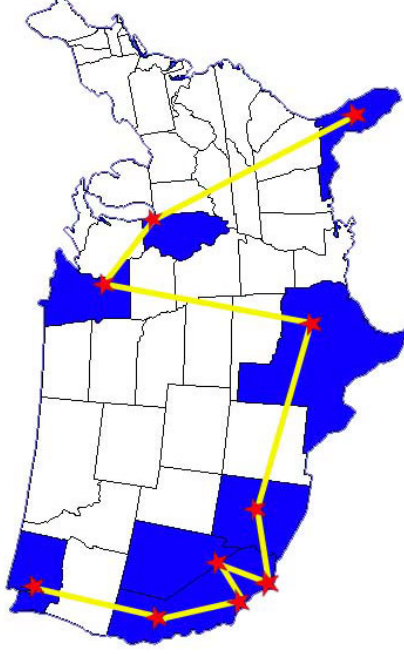
Objective: Have a Postal Vault© branded RV travel to the top 10 identity theft markets creating awareness of the Postal Vault© brand.

Plan of Action: The RV will be promoting awareness of mail theft. Our main goal is to introduce Bobbie Cox as “The Mailbox Lady”. The RV will have our key phrase, tagline, and a prominent picture of Bobbie Cox.

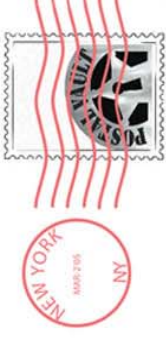


Postal Vault© experts will be available on hand to answer questions and let consumers try the product. There will be free finger printing and identity theft kits provided to all children.

This tour will run from April until the end of August, hitting every one of our major markets. The RV will stay in each market for at least one week before moving onto the next. When not at a promotion, the RV will be parked in a high traffic area with prime visibility.



While in each market we will visit street fairs, minor league baseball games, and other local community events. There will be an interactive game allowing consumers to have fun and learn about Postal Vault©. Consumers will work together in the game to prevent their mail from being stolen from a thief. This will allow consumers to become familiar with the brand as well as connect it to a fun and positive experience.



Event Marketing

OSCAR EXTRAVAGANZA (\$475,000)

March

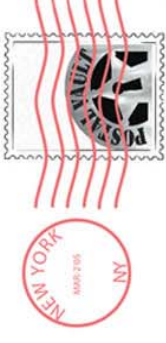
Objective: To launch the campaign and promote brand awareness as well as advance goodwill and provide financial assistance to mail and identity theft victims. Also, a portion of the proceeds from fundraisers will go to the Center for Mail & Identity Theft Research.

Plan of Action: According to John Consoli of Mediaweek, "The [Oscar] telecast is desirable for many advertisers because it draws an upscale demographic and attracts light television viewers."

The AMC movie theaters located in communities with the highest socio-economic areas will be selected. Postal Vault© will be showcased in the lobby of the selected theaters in the weeks prior to the 79th Academy Awards. Patrons can cast their ballots in the Postal Vault© for "Best Picture". Patrons can purchase tickets to view the Oscars at the theater on the



big screen through reservation, walk in, or invites. Those that attend the event will have a chance to win a year's worth of movie passes for themselves and a guest, and a Postal Vault©. Attendees will observe the Postal Vault© and Oscar themed décor, partake in the catering and activities which conclude with a private screening of the Oscars.



KEY TO SECURITY PROMOTION (\$400,000)

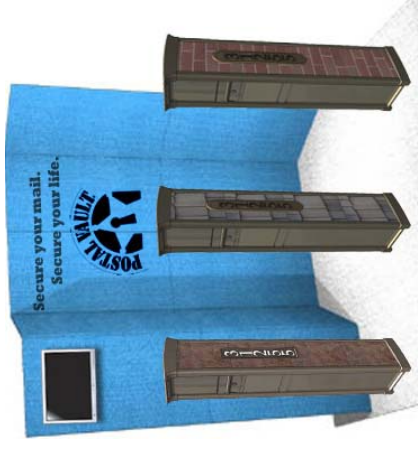
March >> November

Objective: We will be doing in-store promotions at key stores such as ACE, Home Depot, Lowe's, Sam's Club and BJ's.

Plan of Action: There will be a footprint set up in the store allowing consumers to test the Postal Vault©. Consumers will be given a key upon entering the store. They will have the opportunity to open the vault door. If their key opens the vault door, they win a prize. Prizes will range from branded letter openers to Store gift certificates.

Point of Sale:

A point of sale display will remain in stores for the promotional period to display the Postal Vault©.



Buzz Marketing

INTEGRATING BUZZ INTO EVENTS

SUMMARY:

Letters will be placed randomly at Postal Vault© events, such as the Mobile Tour, Trade Shows, and Post Card Promotions. Don't Leave Your Mailbox Home Alone events will also be carried out at the Mobile Tour locations and Trade Shows.

DON'T LEAVE YOUR MAILBOX HOME ALONE (\$100,000)

March >> August

👉 **Objective:** Buzz will be created by having a street team walk around with a mailbox because they are too worried about leaving it at home. If no one is home to watch it, how do you know if anyone is taking your mail?

👉 **Plan of Action:** "Why is that man walking down the street with a mailbox?" "Does that woman really have a mailbox at the beach?" People will carry mailboxes around town as a normal everyday thing. When approached, they will explain the reason for carrying it and Eye Witness News is likely to cover the event.



IS YOUR MAILBOX SAFE? (\$50,000)

September >> November

👉 **Objective:** Bring mail theft to the forefront while building awareness as well as instilling the need for a secure mailbox in the minds of our consumers.

👉 **Plan of Action:** Door hangers will be placed in relevant neighborhoods in our top 10 markets; these should include doctors offices, law offices, insurance companies, and accounting firms.



MISSING: LETTERS (\$100,000)

March >> November

👉 **Objective:** Imagine walking down the street when all of a sudden there are envelopes everywhere, people pick them up and read them: "URGENT", "OPEN IMMEDIATELY", and "OPEN IF FOUND". This will be in markets where permitted by law.

👉 **Plan of Action:** On the inside, people find letters with information on mail and identity theft and the consequences that follow.

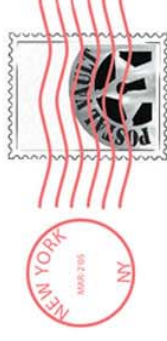
There are ways to prevent identity theft, with an emphasis on preventing mail theft and the importance of owning a Postal Vault©.



Public Relations

“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image.”

-David Ogilvy



CURB-SIDE CHATS WITH “THE MAILBOX LADY!” (\$25,800)

March >> August

Objective: Attract attention to the Mobile Marketing Tour, by promoting Postal Vault© as the category leader for secure mailboxes. Our mail goal is to establish Bobbie Cox as “The Mailbox Lady”, the face of Postal Vault©.

Plan of Action: Local TV and radio news interviews will be scheduled in each city of the Mobile Tour. The interviews will be held during the week that the tour is in town. Radio spots will be featured around the time of the interview.

“The Mailbox Lady” will explain the high risk of mail theft and the simple ways to prevent it including a locking mailbox. When Ms. Cox is able to record the interviews live, we will feature a segment where listeners can call in and ask questions about mail theft.



STRIKE THREE!! – MAIL THEFT IS OUT! (\$215,000)

June >> October

Objective: Promote goodwill in communities through volunteers that will distribute and display non-traditional advertising with the Postal Vault© logo. This will allow brand recognition, as well as accompanying the Mobile Marketing Tour and driving consumers to the web.

Plan of Action: Local Rotary and Kiwanis Clubs (non-profit groups) will help us pass out baseballs that have the Postal Vault© logo on it to the first 1,000 patrons through the MLB gates. In addition to the Bobbie Cox interviews, radio spots, and promotional giveaways, Postal Vault© will be seen as sponsoring the 7th Inning Stretch on the Jumbo-tron. In addition, there will be a “meet and greet” with players for kids to get a baseball full of autographs as well as identity kits an “I will not be a victim” bracelet for entrance into the meet-and-greet.

A Mobile Marketing Bus will be parked outside of the gates at the game where the activities on the Mobile Marketing Tour will be in full swing.

Radio stations we are advertising with will mention beginning on the prior day that Postal Vault© will be sponsoring the promotional give away throughout the day.

Public Relations



GUARANTEED GREETINGS (\$300,000)

June >> August

Objective: To take advantage of peak vacation seasons, a double-hit promotional postcard advertisement will be distributed through complimentary concierge services and hotel guest services information packets to inform consumers of safety precautions while vacationing.

Plan of Action: Implemented heavily in our top 10 identity theft markets. Partner with Ritz-Carlton and other national hotel chains to ensure wide exposure.

Post cards: Main focus will be the scenic photo of the local vacation area it is being distributed in. The Postal Vault® website and company logo will be at the bottom of the front of the postcard, and unobtrusive on the back. Postal Vault® will provide the pre-paid postage on the postcard.



CENTER FOR MAIL & IDENTITY THEFT RESEARCH (\$280,000)

March >> November

Objective: Establish a non-profit organization that directly benefits Postal Vault® and educates the public on the correlation of mail theft to identity theft. This will procure more avenues of advertising and stay on the cutting edge of analyzing identity and mail theft issues.

Research and Report: Through numerous hours of research, both qualitative and quantitative, we have compiled a report dispelling the myths of identity theft to inform the public. We will gain media coverage through journalists who have written on identity theft and publish our findings. The data collected will upkeep Postal Vault® as an expert in the field and allow for constant re-evaluation of target markets.





PACE
UNIVERSITY
NEW YORK

Media Objectives & Strategies

Who

30-54 year old men and women, with an average household income of \$75,000+ with 2+ people in household.

Where

Primary emphasis in: Top 10 identity theft markets
Secondary emphasis in: Small and Trade Businesses

When

Perfect Image will begin the campaign in March to create an initial buzz and awareness of and for Postal Vault®. A heavy up at the beginning of the 4th quarter will follow, to keep product and brand awareness high. During the 1st quarter, we will use the media sparingly due to the summer months when people tend to be on vacation and they do not utilize media frequently. This will also continue during the 2nd quarter, when the campaign period winds down and comes to an end.

Budget

Accomplish the above objectives with a working media budget of \$12,653,813

“Nobody counts the number of ads you run; they just remember the impression you make.”

-Bill Bernbach

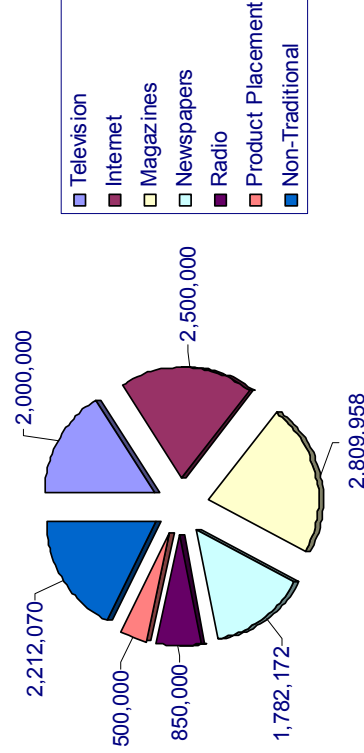


SCHEDULING

Our media plan is driven by the following:

- 👉 First phase is building brand awareness so that all subsequent below the line programs will benefit by higher levels of brand recognition.
- 👉 Heavy use of non-traditional media or media that creates buzz.
- 👉 Heavy up in the markets where mail and identity theft is above average.
- 👉 Strong support for building and sustaining marketing partnerships.

The campaign will run March 1, 2007 through November 15, 2007. The media plan will be scheduled seasonally. Television will launch Postal Vault® to potential consumers during the early, prime, and late night news. Television will run strongly during the month of March and end by the beginning of April to establish brand awareness. However, product placement on cable television, will still be running throughout the campaign period. Newspapers will follow television, after the brand is established. Print and internet will run throughout the campaign to provide support. Radio will run during the summer months, specifically to promote the events. Due to the large size of the primary target we will use direct marketing to target consumers, but will use it in support of trade marketing and driving attendance to trade shows.



March

April

May-September

October-November

Non-Traditional Media



CONFESS (\$337,455)

Full Color, 30 sheet posters with hotline

Selection: Dallas, San Diego, Seattle, Phoenix

Rationale: Create non-traditional interactive buzz and curiosity. There will be a toll free number that people can call to get solutions on how to prevent mail theft.



TAXI TOPS (\$343,750)

Full color display

Selection: 10 markets

Rationale: The taxi top ads will be at eye level with our target market. The target will see the creative execution on the taxi tops. Also, our message will be reinforced inside the trade show.



MOBILE BILLBOARDS (\$460,000)

Full Color Display

Selection: 10 markets

Rationale: This will work overtime for Postal Vault©. It will target small businesses, gain trade support, and reach consumers.

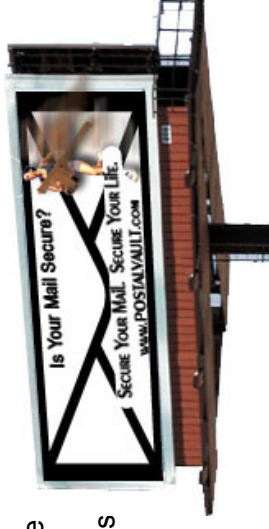


LIVING BILLBOARDS (\$780,000)

Live person, hugging mailbox

Selection: Las Vegas, Phoenix, Dallas, San Diego, Chicago

Rationale: Billboards will be strategically placed in shopping areas in upscale communities for several days. These billboards will feature live people on platforms. They will be holding onto their mailboxes and waving to cars that pass by.



A major buzz machine!!

BILLBOARDS (\$540,825)

Full color display

Selection: 10 markets

Rationale: Billboards will be strategically placed along major interstate highways within 6 key markets. The billboards will reach the mobile target audience on a daily basis.



Digital Media

INTERNET (\$2,500,000)

Full-color, flash enabled, banner/expandable, floating, skyscraper, interstitial ads

Selection: Google.com (ad words), AOL.com (welcome screen), MSN.com (homepage), CNN.com, Endlessvacation.com, CNetnews.com, Netflix.com, Travelocity.com, Orbitz.com

Rationale: A majority of travel plans are booked online. While people are booking their vacations, we want to remind them that their mail will be unsafe when they leave their homes. CNN.com and CNetnews.com were chosen due to the high visitation rates as well as the appeal to our target audience. They check and watch the daily news online as well as product overviews. AOL, Google, and MSN were chosen because of the high visitation rates by our target audience. Netflix.com has over 4 million clients that subscribe to their service. Postal Vault© will be there to secure the products.



ANIMATED INTERNET BANNER

How will you win the battle over your mail and identity?

A.) EXTREME?

B.) THE EXTREMELY EFFECTIVE?

Right! Postal Vault Provides Security AND ASSURANCE WITHOUT THE SURVEILLANCE CAMERAS.

SECURE Your Mail. SECURE Your Life.
www.PostalVault.com

Traditional Media



TELEVISION (\$2,000,000)

Full color, 30 second commercial

Selection: It Takes a Thief–Discovery Channel

Rationale: Focuses on home security and theft prevention. Along with product placement, Postal Vault© will provide an easy solution for consumers to protect their property. Spot TV advertising will be utilized to increase the frequency ratings.

Selection: NBC and ABC Early Morning News
(5 a.m. - 7 a.m.)

Rationale: Ads will be strategically placed to reach as many potential Postal Vault© customers as possible. Due to the low cost of spot advertising, higher frequency is possible.

Selection: NBC and CBS Early Evening News
(5 p.m. - 6 p.m.)

Rationale: Ads will be placed during the early evening news to capture the people that have been at work all day and have been away from their mailboxes.

Selection: NBC and CBS Late Night News (11p.m.)

Rationale: Ads will appear on Monday, Tuesday, and Wednesday where they will be preceded by the popular CSI series on CBS, and Law and Order shows on NBC. The spill over audience from these shows will be more alert and aware and therefore more willing to take action.

PRODUCT PLACEMENT (\$500,000)

Selection: It Takes a Thief-Discovery Channel, DIY Network, Home and Garden TV Network.

Rationale: With placement on It Takes A Thief, Postal Vault's standard of security and protection will be demonstrated. In addition, home improvement programs will show how to use and install the Postal Vault© products.



RADIO (\$850,000)

30 second spots promoting events while building awareness

Selection: FM: Adult Contemporary, Classic Rock, Country.
AM: News/Talk, Sports in 10 markets.

Rationale: The selected stations appeal to the special interests of our target audience commuters. Spots will run twice a day during the summer months of the campaign to ensure exposure.

Voice Over:

“Your on your way to work, but who’s watching your mail?”

Traditional Media

MAGAZINES (\$2,809,958)

4-Color, Full-page ads

Selections: D'Home: How Dallas Lives, Home Business Magazine, Luxury Florida Home, Phoenix Home & Garden, Chicago Home & Garden, Seattle Home & Garden, San Diego Home & Garden Lifestyles, Inland Empire, Sacramento Magazine, Appropriate AFCEP Publications, Endless Vacation, Architectural Digest, Southern Living, Country Living, Unique Living, Conde Nast Traveler, The Economist

Rationale: Special interest and local magazines are seen as trustworthy sources of information for home owners. Postal Vault© can gain name recognition through local magazines, as well as circulars.

Added-Value: Endless Vacation will give sleep masks to people who own time shares in selected markets. People are vulnerable when they are traveling because their mail is in their unsecured mailbox at home. Our goal is to create awareness.



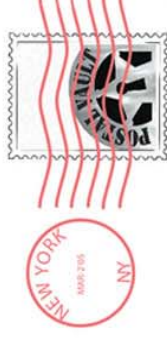
NEWSPAPER (\$1,782,172)

4-Color, 31.5 inches

Selection: Riverside, CA: San Bernardino Sun. Sacramento, CA: The Sacramento Bee. Phoenix, AZ: The Arizona Republic. Dallas/Fort Worth, TX: Ft Worth Star Telegram San Diego, CA: Daily Transcript. Seattle, WA: Tacoma News Tribune. Minneapolis, St. Paul: Minneapolis Star-Tribune. Chicago, IL: Chicago Daily Herald.. Orlando, FL: Orlando Sentinel Las Vegas, NV: Las Vegas Sun Review Journal Financial Times

Rationale: Reaching the target market on a daily basis, advertisements will be placed in the home section of these newspapers. Advertisements will be placed in local newspapers within the 10 markets and rolled out to the additional markets in future periods.

Partnerships & Co-op Marketing



AMC: The launch of the Postal Vault© campaign will take place on March 1, 2007, at movie theaters across the country. A Postal Vault© will be on sight at selected theaters while the Oscars are broadcasted on television, as well as at the Oscar Parties at the AMC theaters.

Carlson Travel: In store Point-of-Sale displays will be placed in Carlson Travel agencies to promote mail theft awareness while potential consumers take their vacations.

Fellowes: We will place our information packets in the Fellowes boxes and place the Fellowes information packet in the Postal Vault© delivery boxes.



Century 21: We will advertise the need for a secure mailbox at Century 21 locations. They will also be one of our trade partners.

Allstate: Allstate is an insurance provider that is committed to identity protection. Allstate customers will be offered a discount when purchasing a Postal Vault©.

ADT: ADT partnering with Postal Vault©, allows the consumer to secure their entire home from curb to yard. ADT sales staff will offer Postal Vaults to its customers as a trade partner.



Measuring Success



"Progress is not progress if it cannot be measured."

-W. Edwards

Deming

Our belief is that all great campaigns should be measured both during and after the campaign to constantly improve the work and make us all better at what we do. At Perfect Image Advertising, we value the impact of our marketing initiatives, not only on the quantitative success, but the qualitative as well. We believe that better metrics lead to more informed decisions. Our Measurement Value Chain™ reflects our approach to a research based evaluation system. Below are value chain measurements at each stage of the program development.

Measurement Value Chain™

Set Measurable Goals and Objectives

- 👉 Define program objectives
- 👉 Specify desired outcomes
- 👉 Establish metrics for each desired impact
- 👉 Specify marketing communications outcomes
- 👉 Integrate all promotional goals
- 👉 Specify awareness goals and brand development metrics

Interim Measures

- 👉 Awareness
- 👉 Image
- 👉 Familiarity
- 👉 Recall/retention
- 👉 Attitudes/considerations
- 👉 Value perceptions

ROI

- 👉 ROI – two way street:
 - Consumers' return on their purchase & Postal Vault's return on advertising investment
- 👉 Market share of curbside mailboxes in total throughout U.S.A.
- 👉 Lifetime value

This section will provide a preview of possible solutions to prevent mail theft and identity theft. Our partners will also be featured in this segment.

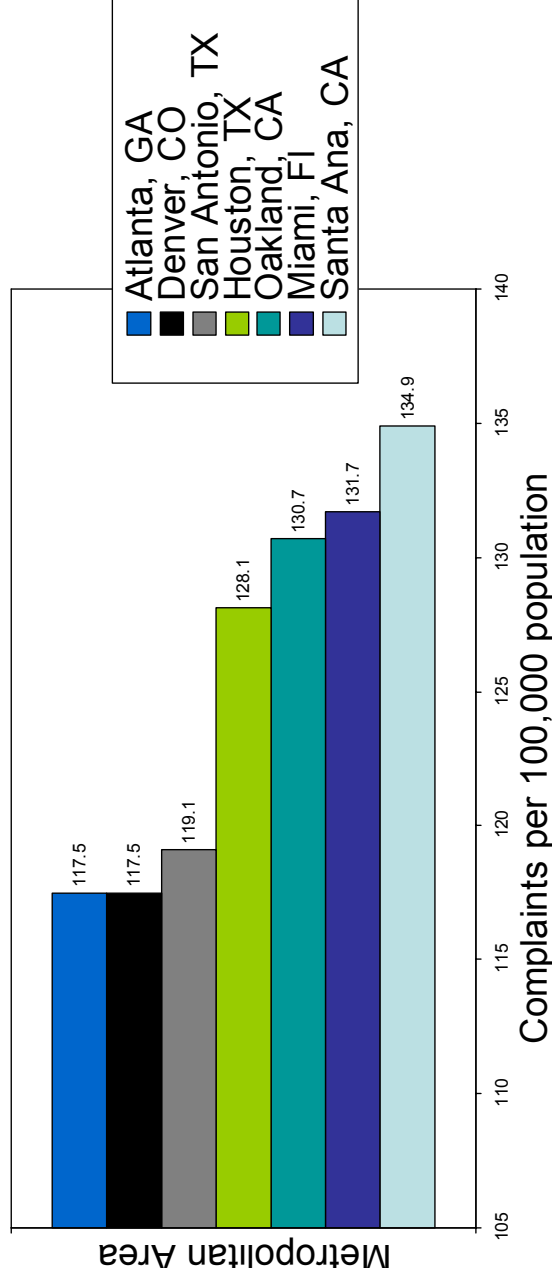


Future

Recommendations

- Expand into potential future markets:

We recommend expanding our geographic target location to include the below seven cities, due to the rapid increase of identity theft. (2005 FTC report)



- Develop new B-To-B relationships:

- Homebuilders
- Home re-modelers

- More cooperative opportunities

- Seek endorsement from local law enforcement

