



New technology delivered to your business' mailbox! Visa needed to introduce their money-saving, fraud-fighting new service to their customers. ■ This campaign was a two-part direct mail project directed toward VISA Card issuers, touting the features of Issuers' Clearinghouse Service (ICS.) The envelope mailer included an interactive brochure which demonstrated how ICS could reveal previous fraud reports and suspicious information on potential card holders, and thus eliminate potential risks and increase profitability. ■ The second mailer was a multi-media CD-ROM that explained the benefits of ICS, a letter, brochure, and a colorful, VISA brand-specific, self-mailing box. ■ VISA exceeded expectations with the response they received from this mailing.

## A multimedia introduction to Visa ICS