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Vertis Communications Announces Keynote Speaker and Echo Award Recognition at the Direct Marketing Association's DMA 2010 Conference & Exhibition

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Published: 10/05/10 08:02 AM EDT

Executive Art Hall to Lead Track Discussion; Client Work Recognized as Finalist for Event's Premier Award



Vertis Communications, a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America, today announced that Art Hall, vice president of integrated data solutions for Vertis Communications, will be speaking at the **Direct Marketing Association's (DMA) DMA2010 Conference & Exhibition** in the Direct & Digital Fundamental track. DMA2010, the global ROI marketing event that celebrates leadership, success and innovation within the industry, will take place Oct. 9-14, 2010 at the Moscone Convention Center in San Francisco, Calif.

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Hall was selected by the DMA committee to represent Vertis' thought leadership and unique insight in a track presentation titled, "Vertis Customer Focus: Unlocking the Online Shopper's Motivations and Media Preferences." Attendees to Hall's session, which will take place on Wednesday, Oct. 13 at 8:45 a.m., will receive a detailed, data-driven look into online shoppers' mentalities, values, motivations, habits, attitudes and societal views through Vertis' proprietary Customer Focus data, in-depth RISC analysis, and behavioral segmentation to help marketing professionals better pinpoint their audience message.

While looking at what media influences online shoppers' buying habits, Hall will also explain: 1) How to focus marketing campaigns on the demographic and behavioral profiles of online shoppers today—male or female, young and old; 2) Why mass media usage and print readership among online shoppers is higher than ever; and 3) How marketers can work smarter using the learned data—across a variety of channels including digital, print, and social media—to reach the online consumer with a message that is timely, relevant and elicits response.

Also at DMA2010, Vertis is celebrating the recognition of Sir Speedy and PIP, brands of Franchise Services, Inc. (FSI)—a Vertis customer and finalist for the 2010 DMA ECHO Awards in the Business and Consumer Services category—during the **ECHO Awards Gala** on Tuesday, Oct. 12. Leveraging its deep industry expertise, Vertis developed a multi-channel marketing program for Sir Speedy and PIP, which addressed their specific business consumer needs and drove quantifiable growth in customer acquisition and engagement.

"We facilitated a unique franchise program for Sir Speedy and PIP utilizing a robust marketing portal to include impactful and dimensional creative direct mail paired with interactive e-mail and promotions," said Kathy Calta, chief marketing officer for Vertis Communications. "Using proprietary personal URL (PURL) technology, this campaign ultimately lead to the collection of viable leads for the franchisees, prompted a 95-percent franchise participation rate, and ensured optimal data capturing in real time. We are thrilled this integrated campaign is an ECHO Award Finalist, and incredibly proud of our partnership with FSI over the past 2 years."

Attendees to DMA2010 are encouraged to visit Vertis Communications at Booth No. 920, where among other insightful presentations, FSI's marketing and advertising experts will provide a demonstration of its ECHO Award-nominated franchisee portal on Monday, Oct. 11, 2 p.m., and Tuesday, Oct. 12, 11 a.m. In addition, all visitors leaving their business card behind will receive a complimentary copy of Vertis' exclusive whitepaper, "Between the Lines: New Insights into How Consumers Use Newspaper Inserts, Direct Mail, and the Internet to Making Buying Decisions."

For more information about Vertis at DMA2010, please contact Laura Herbert at 212.219.0321 or herbert@formulapr.com.

About Vertis Communications

Upcoming DMW Events



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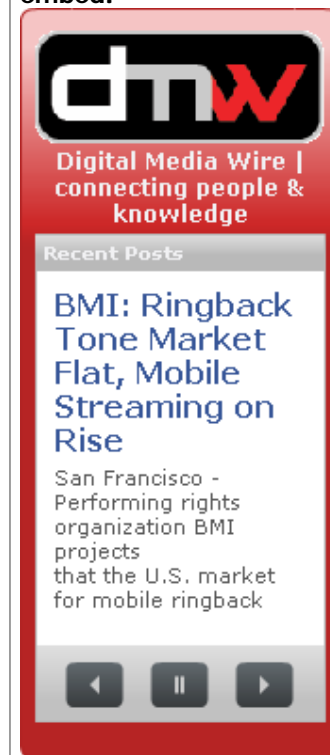


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