





intro mailer

contents of shoebox will include:

a pair of shoes

print material about the pair of shoes sent, that links to the entire ad campaign

cd containing product images

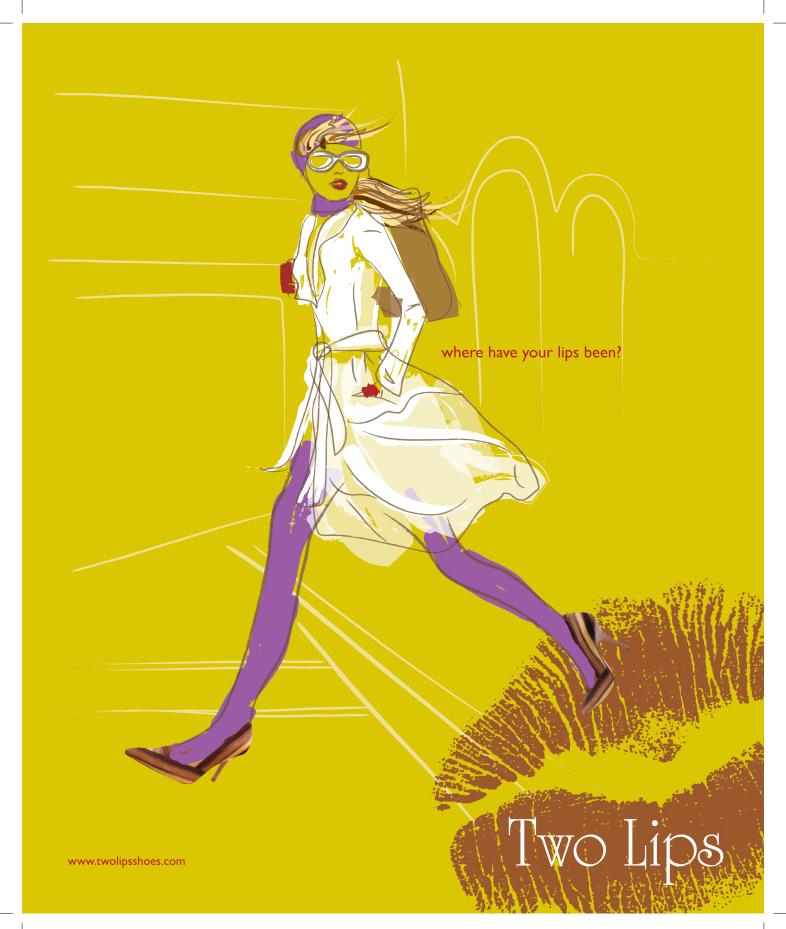
card with information on how to get a free, complimentary pair of shoes









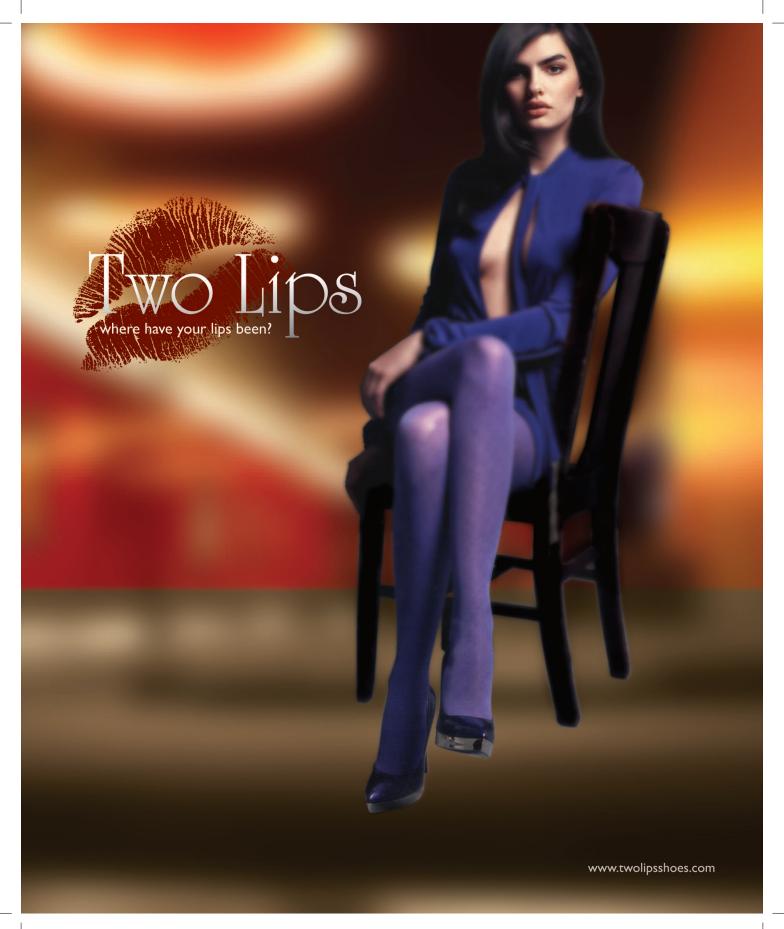


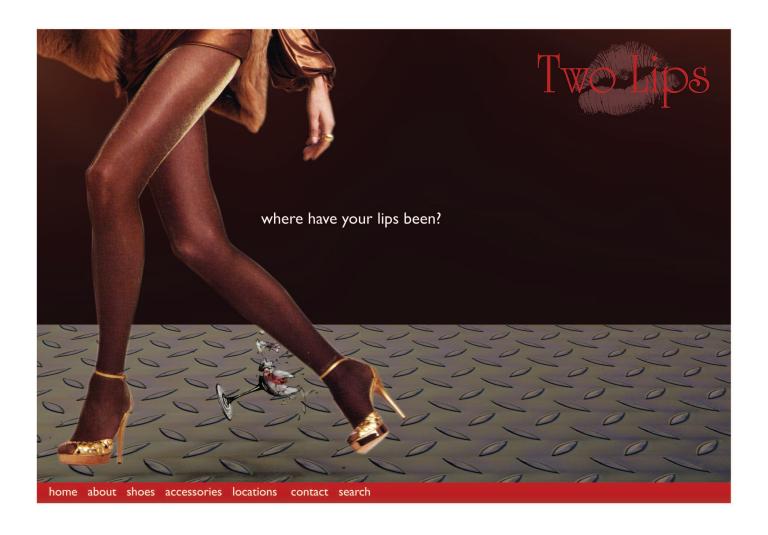














shoes

dress

casual

boots sandals

mules



Tess \$39.99



Jada \$49.99





Sabrina \$59.99



Jackie \$39.99



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Tess \$39.99



Allisan \$39.99



Telma \$49.99



Camby \$59.99



Fina \$39.99



Allisan \$39.99

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