

Tyfone Direct Mail to
Digital Insight Customers
Ideas and Copy

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Tyfone Senior Management
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Tyfone Direct Mail to Digital Insight Customers

- Project Overview
- Ideas
- Review
- Comments
- Three Choices
- Next Steps

Tyfone Direct Mail to Digital Insight Customers

- Project Overview
 - Leverage DI's customers for sales opportunities
 - Approx 50 on Tyfone's current list
 - Send a branded promo item with note
 - Build awareness of Tyfone/DI relationship
 - Break through clutter
 - Promote benefits of the Tyfone/DI relationship
 - Open the door for a call and meeting
 - Item can be a reminder

Tyfone Direct Mail to Digital Insight Customers

- Project Overview

- Steps

- Choose concepts to develop
 - Explore cost for prospective executions
 - Approval of concept
 - Copywriting, order promo item
 - Approval
 - Timeline for creative execution, release, and follow-up

Tyfone Direct Mail to Digital Insight Customers

- Ideas
 - Initial concepts
 - Some more developed than others
 - No cost consideration at this stage
 - Promo item will be branded with Tyfone logo or branding on packaging
 - Sent with a Tyfone note card signed by Mike
 - Item highlights a particular benefit but more will be expanded upon in the card

Tyfone Direct Mail to Digital Insight Customers

- Partnership/Tyfone Benefits
 - Speed to market
 - Connectivity
 - Ease of implementation
 - Flexibility
 - Security
 - FI owns the real estate and the customer

Ideas Puzzles



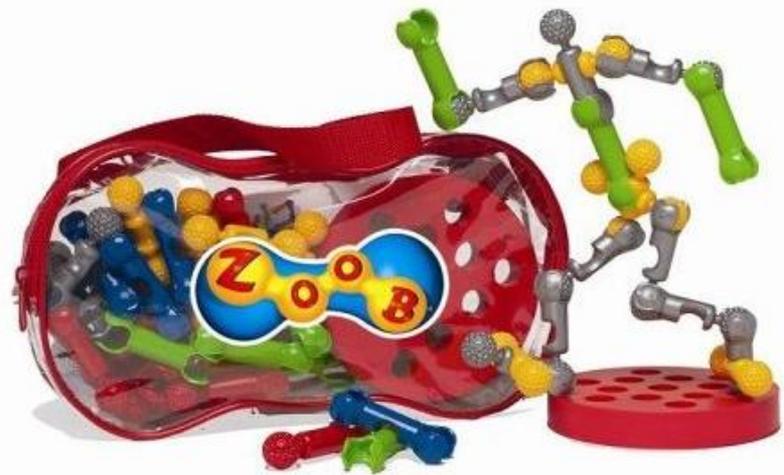
Securing the mobile channel to success. Tyfone.

Connecting to mobile securely. DI and Tyfone.

Securely online. Safely to mobile. Simply to customers. DI and Tyfone.

Ideas

Zoobs and Magnetix



Building mobile flexibility the easy way. Tyfone with DI.

Connecting you with mobile services. Tyfone and DI.

Your link to flexible mobile services.

Tyfone and DI. Building flexible, extensible mobile services together.

Ideas USB Hubs



DI and Tyfone. Your connection to mobile services.

Ideas

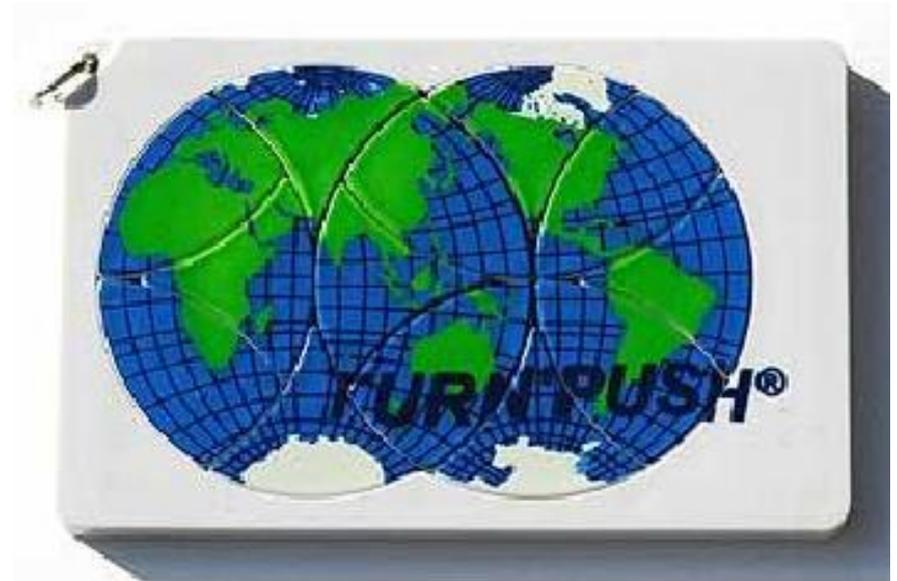
Rubik's Cube



Your mobile solution is easy with Tyfone.

Going mobile shouldn't be a struggle. Talk to Tyfone.

Ideas Finger Puzzle



**There's nothing to figure out.
Tyfone = Mobile Success**

Ideas

Moving Bank



We won't grab your fees. Tyfone.

Ideas

Sand With Message Paperweight



**Swiftly moving to mobile. Tyfone.
Moving you swiftly to mobile. Tyfone.**

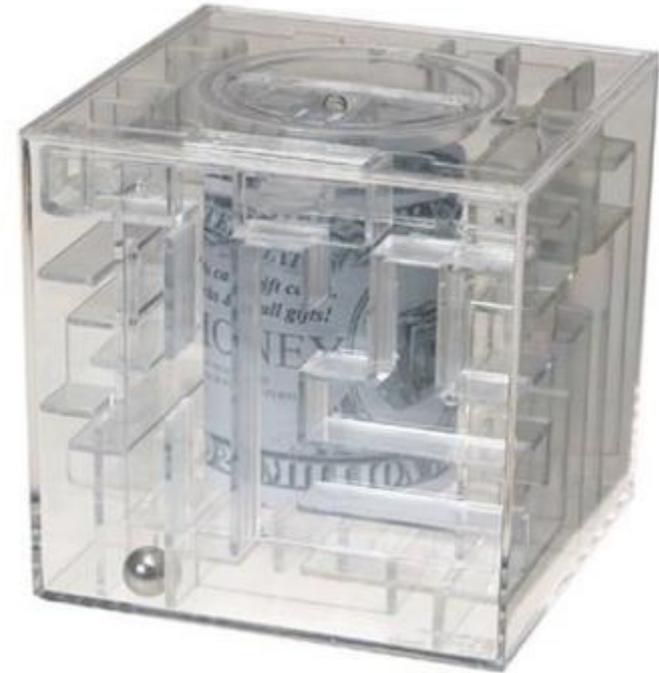
Ideas

Clock with Liquid and Object

**Want to offer mobile services?
Tyfone's connectivity saves you
time to market.**



Ideas Mazes



The mobile maze just got simpler. Tyfone.

Ideas

Liquid Wave Desk Items



***You're on board online. Now ride the mobile wave.
DI and Tyfone.***

Ideas

Digital Thermometer



**With mobile services, you'll
weather stormy markets.
*Tyfone.***

**Weather stormy markets
with mobile services.
*Tyfone.***

Ideas Binoculars



Focus on mobile. Look to Tyfone.

Gummi Pizza



Ideas Candy

Mallow Giant Pizza Slice



***Is your slice of the market getting smaller? Try Tyfone.
Don't give a slice of your success away. Tyfone can help.***

Ideas Cars



The fastest way to success in mobile. Tyfone.

***Mobility doesn't require wheels,
just Tyfone.***



Ideas Music Items



If you are listening to the market, you'll be moving to mobile.

Tyfone on your iPhone. The next great mobile solution.

Happy customers. Music to your ears.

Moving to mobile with Tyfone.

Review Ideas

Puzzles

Zoobs , Magnetix

UBS Hub

Rubiks Cube

Finger Puzzle

Moving Bank

Sand Paperweight

Clock

Maze

Wave Desk

Item

Thermometer

Binoculars

Candy

Cars

Music Item

Three Choices To Explore – Next Steps

Pricing on items

Approval

Copywriting