



VERTIS *i*ALCANCE!TM

Build lasting customer relationships with a total Hispanic marketing solution

Vertis' *i*Alcance.TM Hispanic marketing tools help you reach beyond transactions to build lasting loyalty among U.S. Hispanics. Identify and target your best prospects. Gain insight into the creative design, message, and offers that will drive response from your Hispanic customers. Keep an eye on your competition. Our highly targeted direct marketing products will take your Hispanic marketing campaigns to a whole new level.

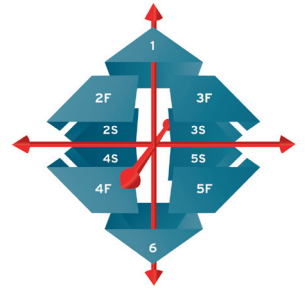
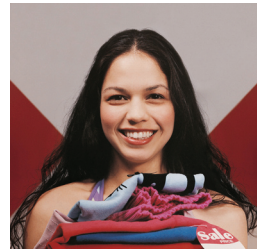
*i*Alcance!TM Market Focus

Identify your Hispanic consumers and prospects and define various sub-segments in your store area, while uncovering your competitors' strategies, including marketing budgets and direct mail samples.

- Increase retention and cross-sell
- Allocate marketing dollars more strategically
- Create "best-in-class" Hispanic marketing programs

PARTNERING WITH CLIENTS TO SOLVE THE MOST COMPLEX, TIME-SENSITIVE MARKETING CHALLENGES THROUGH CONSULTING, CREATIVE, RESEARCH, DIRECT, MEDIA, TECHNOLOGY, AND PRODUCTION SERVICES.

VERTIS COMMUNICATIONS IS YOUR MARKETING PARTNER FOR THE TOUGHEST JOBS.





VERTIS ¡ALCANCE!™

¡Alcance! DataDrivenDesign™

Analyze the Hispanic market within “Store Centric” trade areas and target those consumers with versioned creative, based on known consumer behavioral data coupled with demographic, lifestyle, and sociodynamic data from RISC consumer motivation profiling and Vertis Communications’ own Customer Focus® research.

- Increase store traffic and sales by targeting Hispanic sub-segments
- Build relationships with targeted Hispanic sub-segments
- Measure results to ensure effectiveness and refine creative

¡Alcance!™ Reach and Deliver

Marketing tools designed to target your Hispanic sub-segments, including *¡Alcance! Door-to-Door™*, a poly-bag door hanger that attracts the attention of Hispanic consumers with targeted offers and retail samples.

- All products offered in English, Spanish, or bilingual, based on the needs and desires of your specific Hispanic market
- Translated and localized, ensuring that messages are culturally appropriate and accurately translated for the specific target segment of your Hispanic market

