

Gundir

DELIVERED  2024  
BY GURU EVENTS



# What the format?!

Why these formats drive direct mail success.



Gundir

PostReminder

## About Mike Gunderson

- ✓ I have been the President of **Gundir** (previously Gunderson Direct) for over 21 years and have been in the DM game for over 26 years.
- ✓ In my 21 years at Gundir, we have beat control packages over 80% of the time by at least a 15% lift.
- ✓ I recently created PostReminder, a direct response platform that allows prospects to set a reminder for your direct mail offer or event.

# We make opening the mail a rewarding experience.

Gundir is one of the largest direct response-focused agencies in the United States.

- Founded in 2003
- Full-service direct mail agency based in the Bay Area, CA
- A Top Direct Marketing Agency as rated by Clutch, The Manifest, and Growth Marketing Pro, also a Inc. 5000 Fastest Growing Company





**Why These Formats  
drive direct mail success**





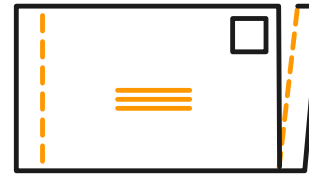
# Formats we ❤️ to start with



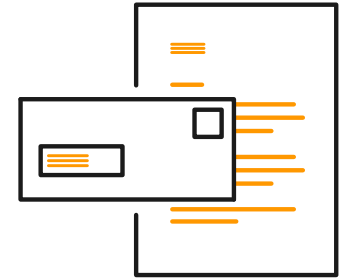
Postcard



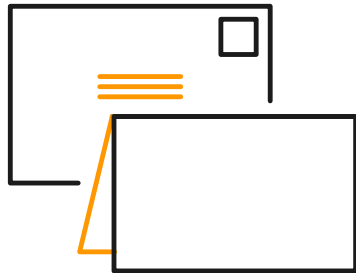
Self-mailer



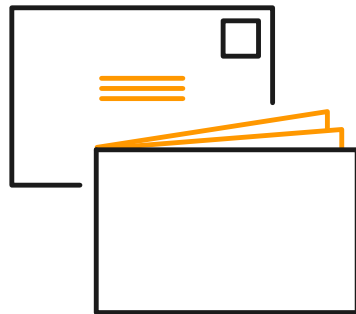
Snap pack



Envelope pack



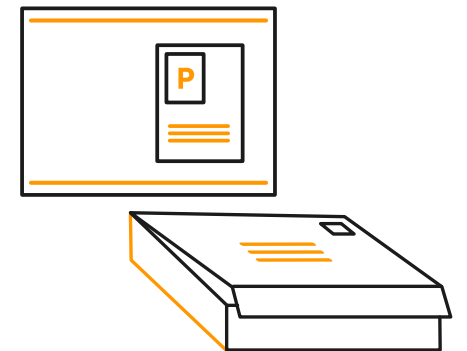
Invitation



Mini-catalog



Large format



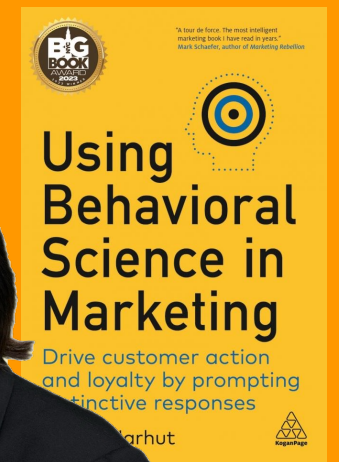
Priority & dimensional

“

**Use size, shape, or texture to make your mail stand out.**

This triggers the Von Restorff Effect — things that are different from their surroundings get noticed and remembered.

— Nancy Harhut



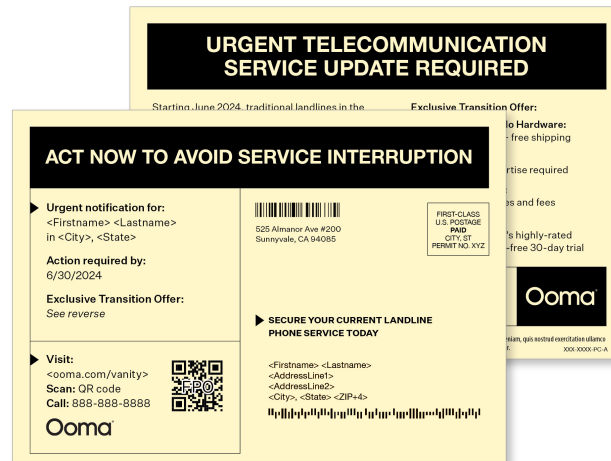
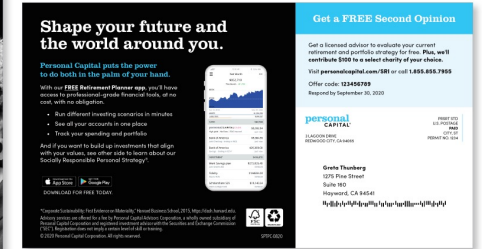
# Postcard

A postcard with a simple, easy-to-understand message, impactful imagery, and a great offer can effectively drive response.

**Pros:** Low cost, easy to design, and easy to produce.

**Cons:** Less room to describe the product or service, can not contain private information.

**Best for:** Retail, real estate, announcements, and sale events.





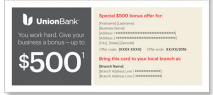
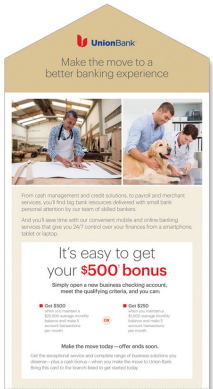
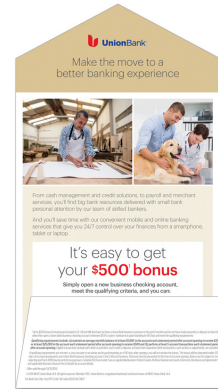
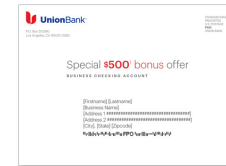
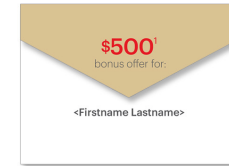
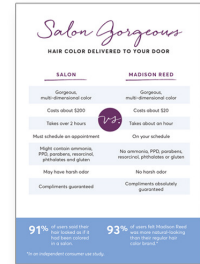
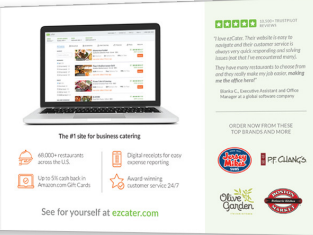
# Self-mailer

Self-mailers are single-piece mailers that are folded and sealed. They can be designed creatively to catch your prospects attention.

**Pros:** Cost-effective, engaging design potential, and more space for images and copy.

**Cons:** Susceptible to wear and tear and have space constraints.

**Best for:** New brand awareness, product launches, and sales promotions.



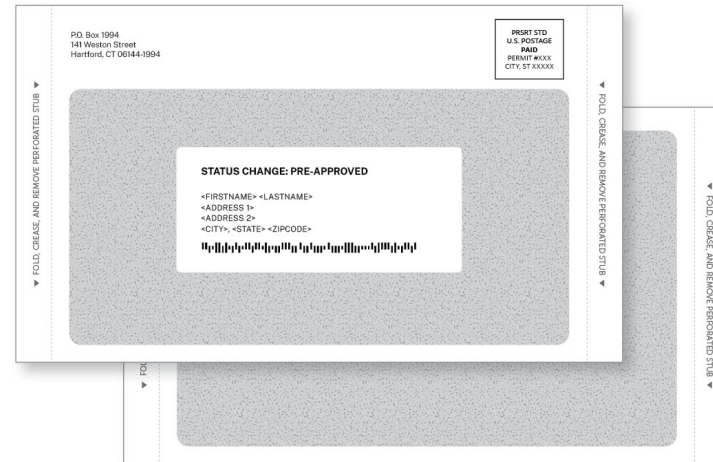
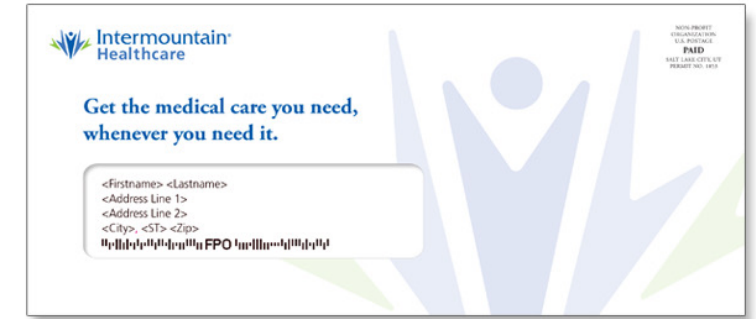
# Stealth vs. promotional

## Why use a stealth design?

- Unknown brand or new to market service
- Highly commoditized product or service
- When it needs to get past the gatekeeper

## Why use a promo design?

- Great offer and easy-to-understand CTA
- Well-known brand or service
- Highly transactional product or service





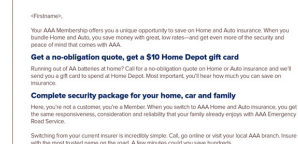
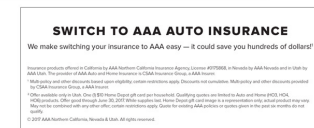
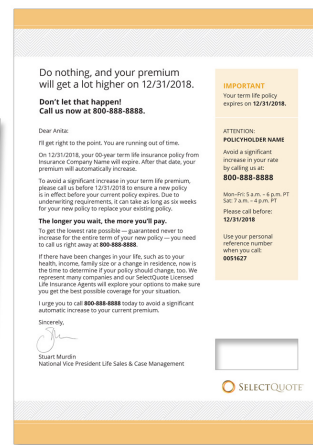
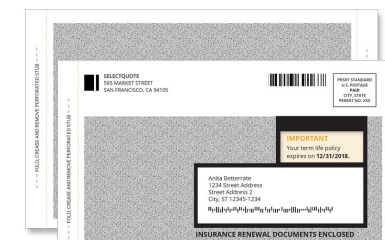
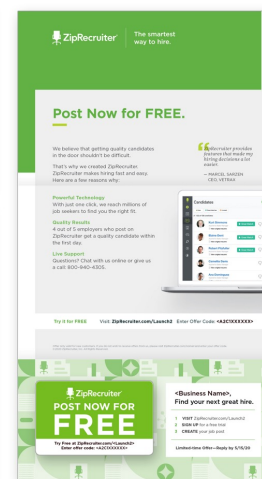
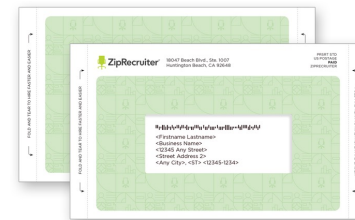
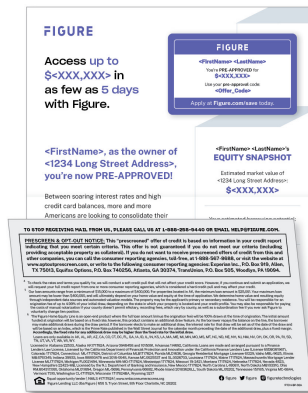
# Snap pack

Snap packs are pressure-sealed mailers that include perf off sides. They are often used for official documents and urgent communications.

**Pros:** Secure and tamper proof, professional appearance, and the ability to include confidential information.

**Cons:** Less real estate to tell your story and stringent design specs.

**Best for:** Financial services, insurance offers, and official communications.



# Envelope pack

Envelope packages are traditional letters sent in envelopes. Stealth letters are more discreet, while promo letters are designed to attract attention.

**Pros:** Personal and professional, can include multiple inserts, high engagement potential.

**Cons:** Higher cost and more preparation time to produce.

**Best for:** Personal communication, high-value offers, and detailed information.



**SoFi**

Pre-qualified offer for: [Name]

Inside: Cut the cost of your student loans in 15 minutes.

Plus, get a \$100 credit!

IMPORTANT INFORMATION REGARDING YOUR STUDENT LOAN

**SoFi**

What borrowers are saying

"What SoFi, I lowered my rate and thousands of dollars over the life of my loan!"

"SoFi loan was funded through the lender of my choice, so I didn't have to go through the hassle of a bank."

"I was able to save money while getting my education a great return!"

You will have great things to say too, contact us today!

**SoFi**

Reduce the Cost of Your Student Loan Debt

Pre-qualified offer for: [Name]

Plus, get a \$100 credit!

**SoFi Current Rates**

Variable rate as low as **2.93% APR**

Fixed Rates as low as **4.99% APR**

5, 10 and 15 year terms available

Get a \$100 credit when you repay by 12/31/13

**YOU'RE PRE-APPROVED**

Get the credit you need today, for the future you seek tomorrow.

**Brightway**

Apply today!

**YOU'RE PRE-APPROVED**

Zero percent interest for the first 90 days.

Zero fees for set-up and activation.

Zero one-time fees.

**Brightway**

**YOU'RE PRE-APPROVED**

Your future just got even brighter. With a Mastercard from Brightway, you're in charge of what's ahead.

Introducing the OneMain Financial Brightway™ Mastercard

Zero percent interest for the first 90 days.

Zero fees for set-up and activation.

PLUS cash back on every purchase.

Apply today – it's fast and easy!

DATE: 04/01/14

ADDRESS: [Name]

PHONE: [Number]

EMAIL: [Address]

CONFIDENTIAL

**ETHOS**

Life insurance just got a whole lot easier.

Sample Quote

Coverage amount	Term length	Cost per month
\$250K	20 years	\$26/mo
\$500K	20 years	\$43/mo
\$1MM	20 years	\$79/mo

**ETHOS**

Coverage starts as low as \$26/mo.\*

Coverage amount	Term length	Cost per month
\$250K	20 years	\$26/mo
\$500K	20 years	\$43/mo
\$1MM	20 years	\$79/mo

**#10 Envelope**

Knowledge is power. Put mine to work for you.

LET'S CHAT SOON

Agent Name: [Name]

Agent Address: [Address]

Agent City: [City]

Agent State: [State]

Agent Zipcode: [Zipcode]

**REDFIN PREMIER**

I'm a top realtor in your neighborhood.

WHETHER YOU'RE REVIEWING YOUR OPTIONS OR READY TO SELL, I CAN HELP.

LET'S CHAT SOON

Agent Name: [Name]

Agent Address: [Address]

Agent City: [City]

Agent State: [State]

Agent License #: [License]

REDFIN PREMIER

RECENT NEWS

There have been many changes in the real estate market as home sellers (and buyers) demand faster and more transparent fees. Perhaps you've seen recent news articles covering these issues. But the news around here? Nothing much has changed. Redfin Premier has always put clients first with the lowest possible fees – and always will.

Contact us for your free home valuation report and to discuss your options.



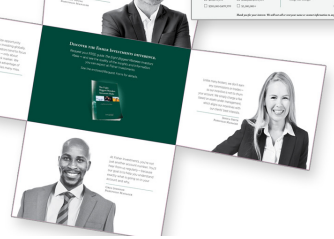
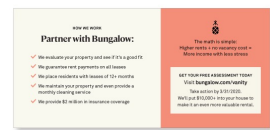
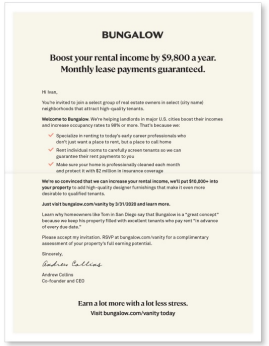
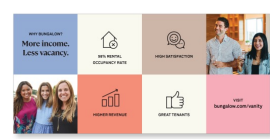
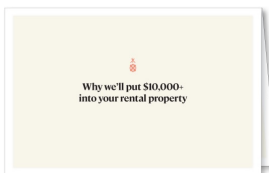
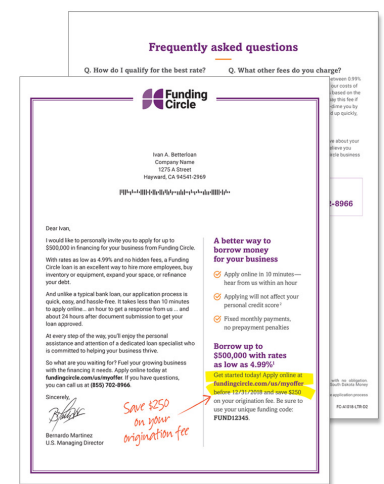
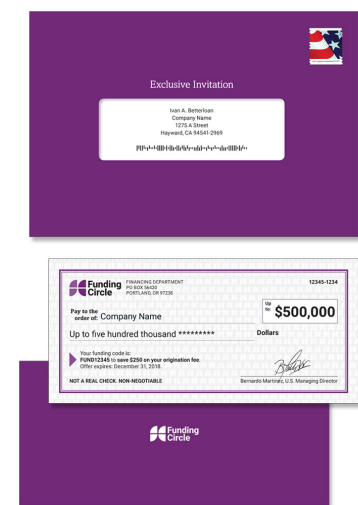
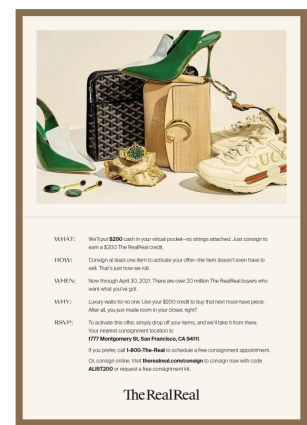
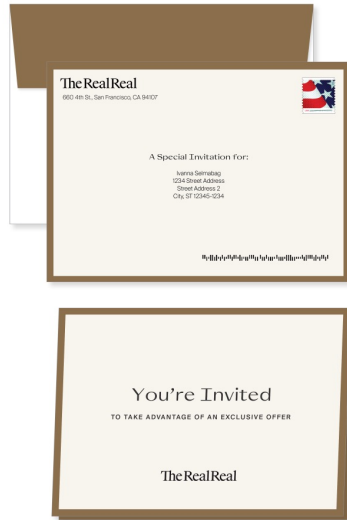
# Invitation

Invitation mailers are designed to look like exclusive event invitations. They create a sense of importance and anticipation for the recipient.

**Pros:** High perceived value, personal touch, and are great for event marketing.

**Cons:** Higher cost, may require more intricate design and production.

**Best for:** Events, exclusive offers, and VIP experiences.



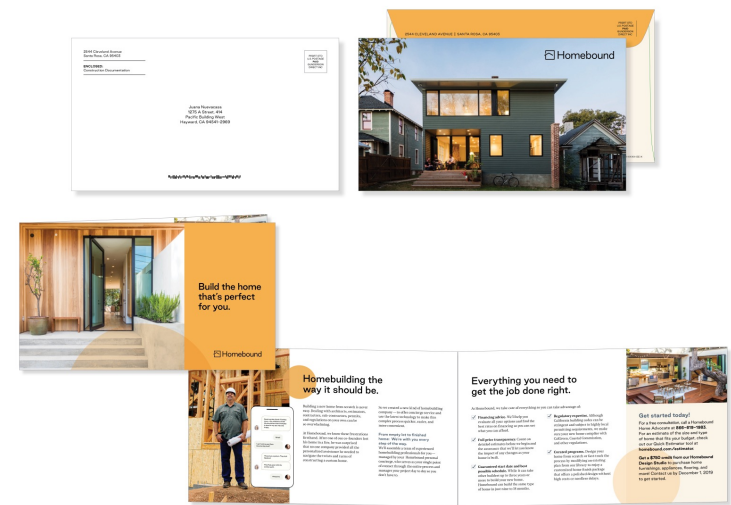
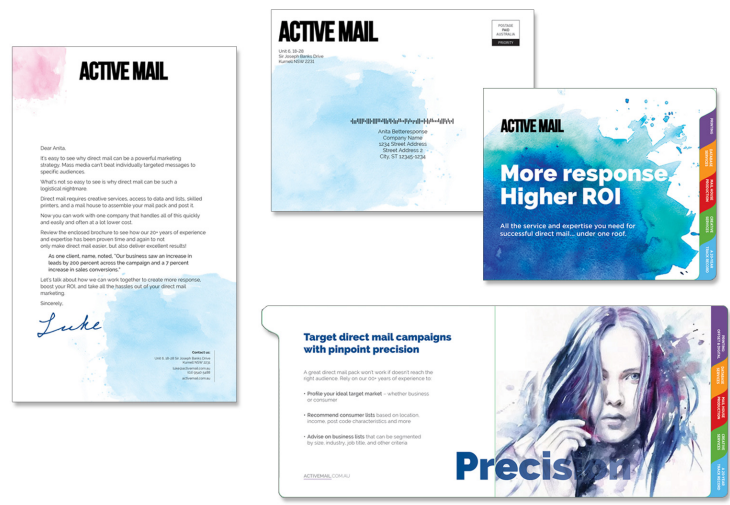
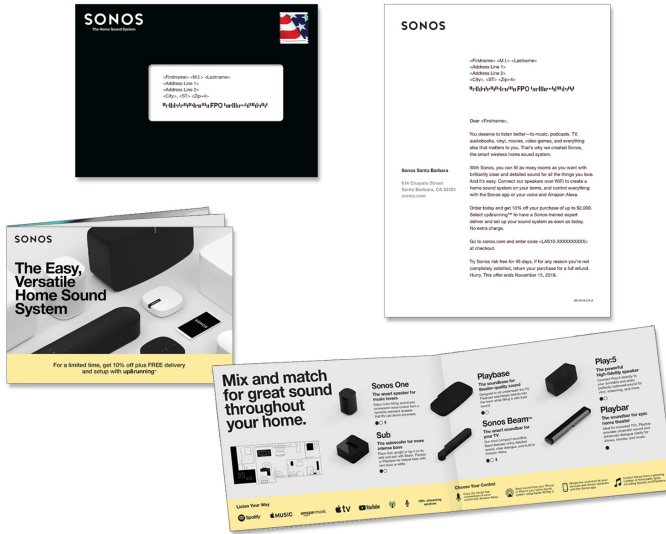
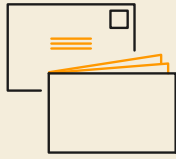
# Mini-catalog

Mini-catalogs or Slimjim catalogs, are compact booklets, usually 8-24 pages. Gundir's are frequently mailed within an envelope and include a letter.

**Pros:** Distinct, thicker appearance and are great for product or service marketing.

**Cons:** More design intensive and higher production costs.

**Best for:** Seasonal promotions, storytelling and showcasing products.



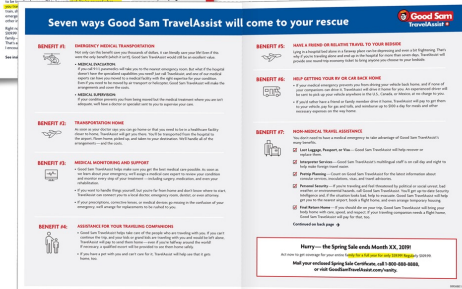
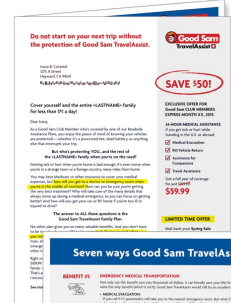
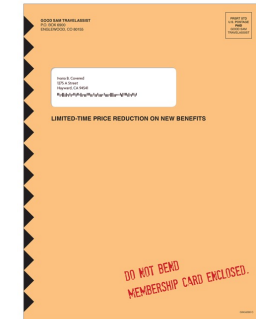
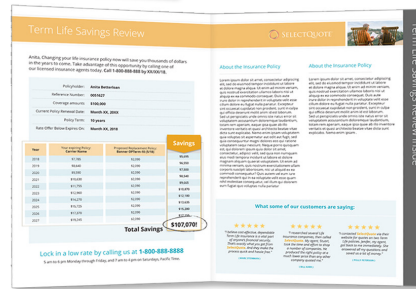
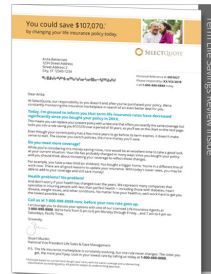
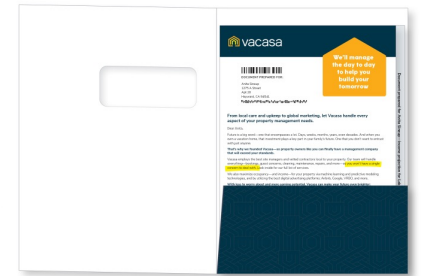
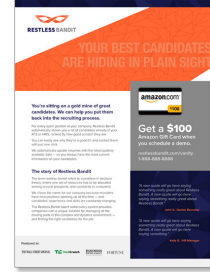
# Large format

Large format packs utilize an oversized envelopes (9x12) that stand out in the mail. They provide ample space for content and can include multiple inserts.

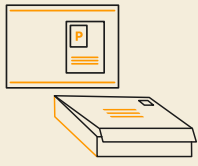
**Pros:** High impact, more space for content, and they get noticed in the mail.

**Cons:** Higher postage cost and more expensive to produce.

**Best for:** B2B ABM initiation and more complex service or product offerings.







# Priority & dimensional

Priority Mail, FedEx, and UPS mailers are faster shipping options that convey urgency.

Dimensional mailers are especially attention-grabbing and memorable with their unique shapes and interactive elements.

**Pros:** Fast delivery, high perceived importance, and nearly a 100% open rate.

**Cons:** More design intensive and higher postage and production costs.

**Best for:** Urgent communications, high-priority offers, enterprise and high-value clients.







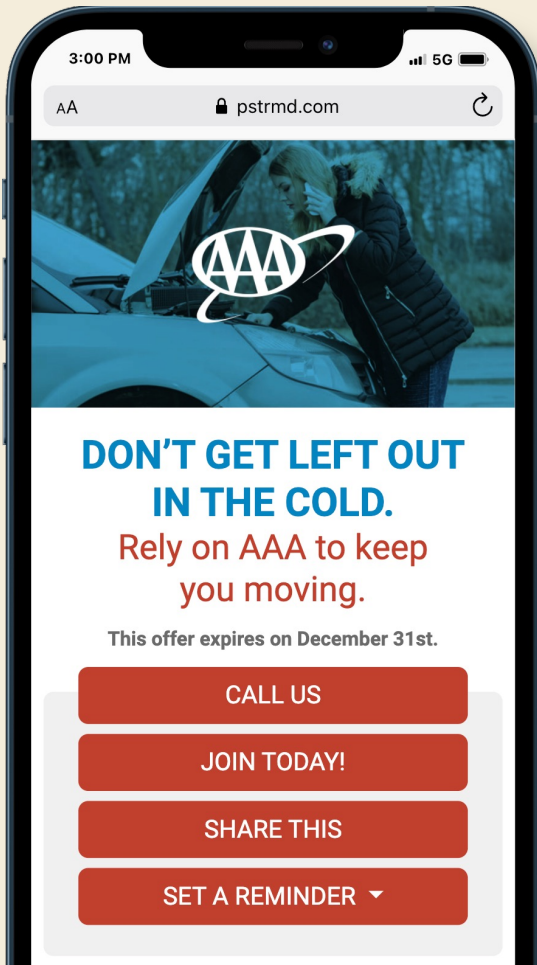
# What The FOMO

There is no fear of missing out with our enhanced QR code technology — PostReminder

GUNDIR INVENTED

# PostReminder

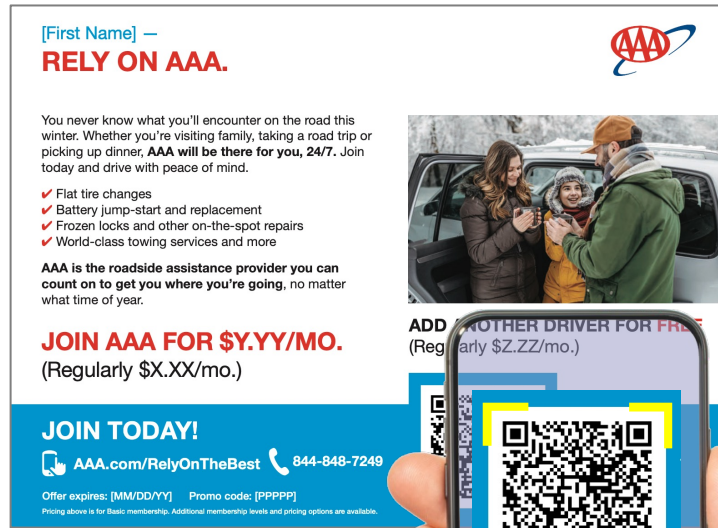
for direct mail



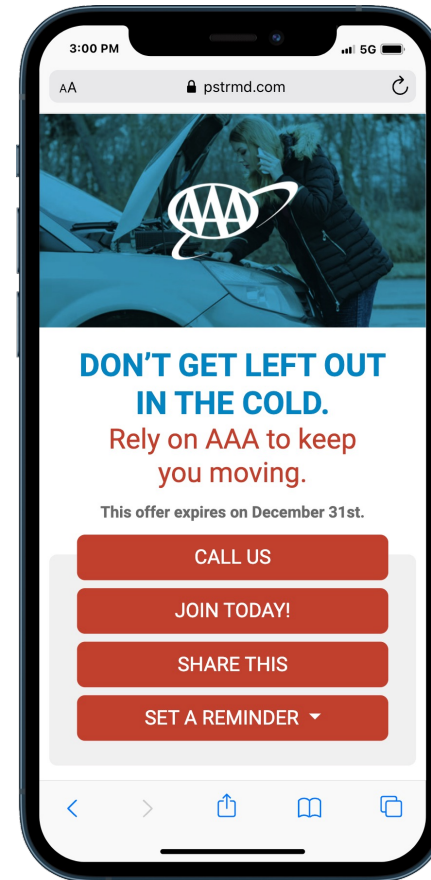
Your prospects won't miss out on your offer and you won't miss out on great prospects.

- ✓ With PostReminder, prospects can **respond instantly**, set a reminder, or share your offer with friends and family
- ✓ Your prospects will receive scheduled alerts to engage and encourage them to respond throughout your promotion
- ✓ You will receive detailed analytics to see how your mail performed and how your prospects engaged

# How PostReminder works



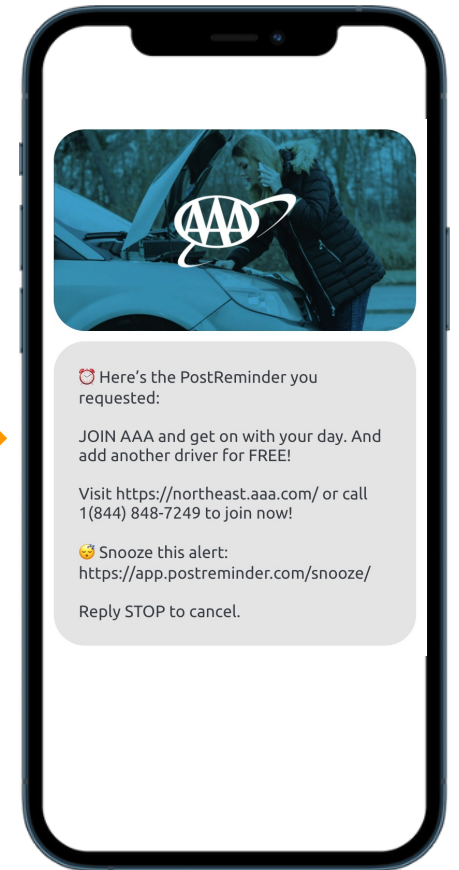
Prospects scan the enhanced QR code on your direct mail



Once scanned, they can **respond instantly**, set a reminder, or share the offer



A few days, weeks or even months go by



Once a reminder is set, they will receive alerts to encourage them to respond when it's more convenient

# TODAY'S SPECIAL

ITEM: WTF-0913

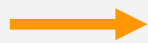
## FREE 2025 direct mail lookbook!

With over 350 creative examples, this is the go-to resource for creative that drives direct mail response.

Price: ~~\$39.99~~ **FREE!**

**DELIVERED FREE**

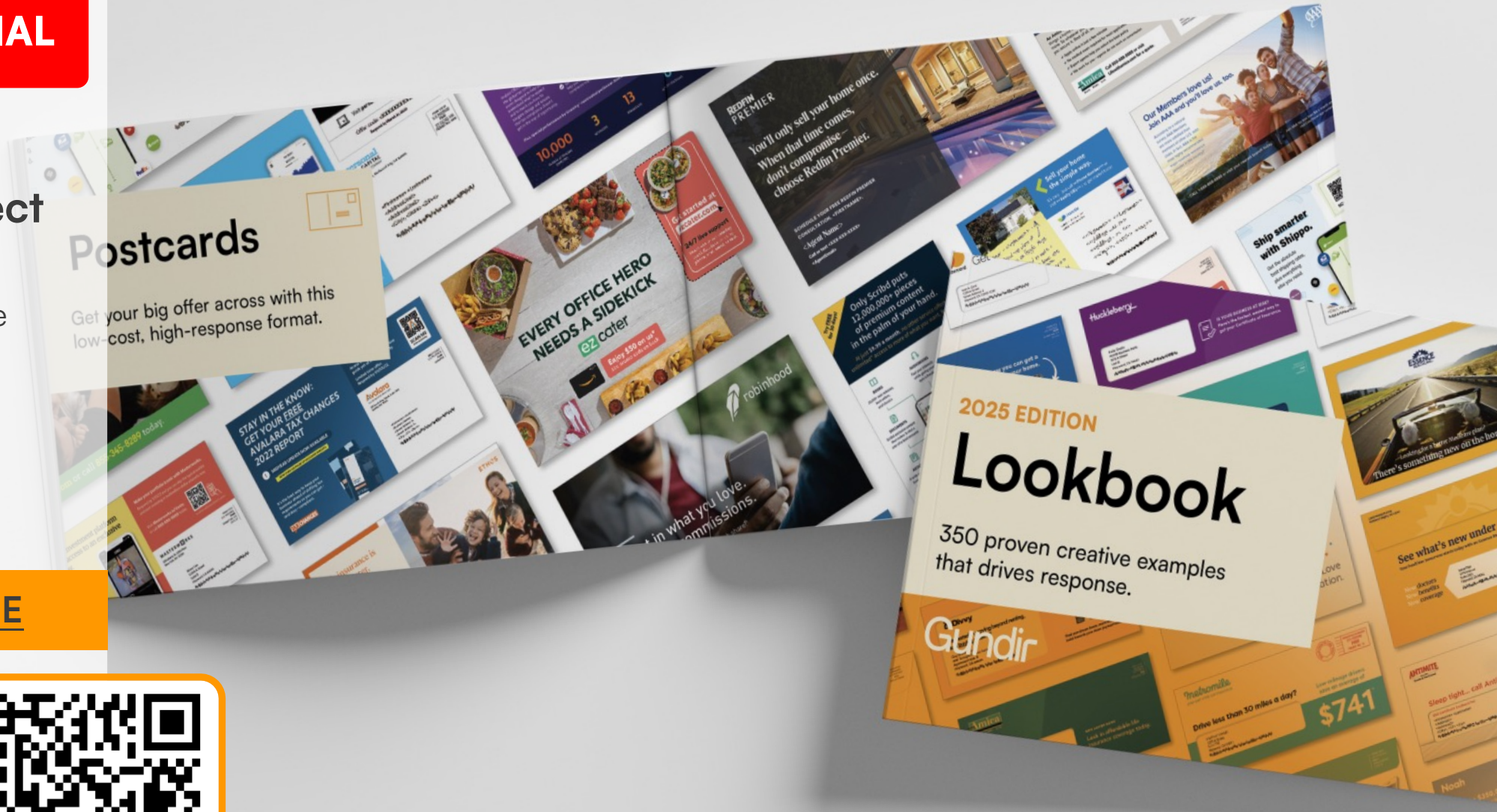
Scan the QR to order now or set a reminder for after the show.



FREE 2025 direct mail lookbook!

144 Ordered

**01:00**



### Postcards

Get your big offer across with this low-cost, high-response format.

2025 EDITION

## Lookbook

350 proven creative examples that drives response.

Gundir



Gundir

DELIVERED  2024  
BY GURU EVENTS

# Thank you



**Mike Gunderson**

President  
mike@gundir.com  
510.740.0054