



Barnett & Murphy has exhibited outstanding achievement as a USPS business partner by providing innovative tools which are allowing companies numerous ways to use mail in a creative, dynamic and cost effective manner as well as by working closely with US

Barnett & Murphy is a direct marketing company established in 2002 by Chuck Barnett & Jody Murphy, two veterans of the direct mail industry with over 35 years experience between them, when they realized that technology was changing the landscape of direct mail.

The bar is constantly being raised on direct mail. To be effective, mail has to be relevant to the recipient and be produced in a way that causes the recipient to read the message. Barnett & Murphy realized that print on demand and variable digital printing were technologies changing the way in which direct mail could be produced, allowing messaging and images to be tailored to a specific recipient versus sending the same message to an entire audience. The potential for digital printing to allow for more personalized messaging to increase response (and therefore the perceived value of direct mail), serves to confirm for a company the value of direct mail as part of a marketing strategy.

In addition to understanding the value of variable digital print for getting mail opened and read, they have the capability to work with customers to create an extensive database that enables the customer to enjoy the benefits of using the technology. Through a processes of cleansing, profiling, mapping and organizing a customers' current database or in creating a brand new one, Barnett & Murphy, Inc. bring to the table the knowledge on how to determine who gets what variable on the actual mail pieces. This distinguishes Barnett & Murphy from the rest because they don't just sell the concept, they help produce the "back-end" to ensure customer's will see results.

Barnett & Murphy have also developed other mail-related products for companies who would benefit from identifying and speaking to specific interests of current and potential customers. One of these, named "Upon Request", was developed as a customer driven tool. On a visit to a company website, a user would respond to a series of questions to determine their area of interest. Based on those answers, a highly personalized direct mail piece corresponding to their answers is produced. This process of sending a mail piece to a potential customer with information that is most pertinent to them increases the relevancy of the mailpiece and is a highly effective direct mail tool.

Another product is in the development stage and named "iprintnow" will allow a visitor to a corporate website to purchase a gift card for themselves or as a gift to someone else and have it personalized, activated and mailed with just a few clicks.

In addition to promoting direct mail to companies in a way that helps them succeed, Barnett & Murphy have also been active participants in several USPS Sales events and tradeshow.

By actively developing and promoting new technologies to companies in a way that is helping these businesses achieve their corporate objectives, Barnett & Murphy Inc is helping retain and grow USPS revenue. Effective direct mail ensures that USPS will continue to be an integral part of the marketing strategies of corporations.

