

## **Southland Automation Inc. Giant Post Card Product Description**

---

### **Description:**

The Giant Post Card is physically a large rigid Post Card measuring approximately 30 inches by 20 inches. (The picture on the front and the printed caption on the back are provided by the customer.) The product comes with a protective shipping container for mailing to the recipient.

The Giant Post Card is functionally an incredible marketing tool. It's uniqueness insures a spot in the mindset of the recipient. The message will be received.

### **Features:**

The Giant Post Card is physically imposing. The size of the picture and the message have an impact far beyond other client gifts.

- The customer provided picture is printed in sections of a high quality ink jet printer - the sections are carefully glued onto a rigid core.
- The back is composed of similar sections with the customer provided caption printed in appropriately sized letters.
- The Giant Post Card is shipped back to the customer in a strong "outer shipping package" containing a "final shipping package", the post card, and a "practice pad".

### **Advantages:**

The Giant Post Card has some distinct advantages over other "client gifts".

- The Giant Post Card is imposing and special - it will be noticed and discussed, it gets the client to describing the setting to others.
- The Giant Post Card is hard to "put away" - it will tend to be around the office longer, delivering the message longer.
- The Giant Post Card is personalized - the picture and the hand written message indicate effort and care.
- The Giant Post Card is timely - the delivery can be made to coincide with the clients decision making process.

### **Summary:**

The Giant Post Card is an effective way of placing your product forefront in a client's mind at the time decisions are being made.

###