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About Bohringer Creative Inc.

Based in Elmhurst, Illinois, Bohringer Creative Inc. is an innovative marketing agency that produces measurable results for small- and medium-sized businesses.

Gary Bohringer, a visionary marketing strategist and award-winning graphic designer, founded the firm in 1993. The company handles marketing campaigns from start to finish, providing a full spectrum of services that include marketing strategy and consulting, copywriting, print and web design, web programming and hosting, Internet marketing, pay-per-click advertising campaign management, and more.

The company's newest service, ***Simply Smart Mail***, simplifies the direct mail process for easy and affordable use by small businesses. The service allows busy entrepreneurs to outsource the creation and management of direct mail campaigns to a team of direct-marketing specialists. Simply Smart Mail provides expert help in:

- Identifying a marketing strategy and variables to test
- Writing, designing, printing and mailing marketing materials
- Automatically following up with prospects using direct mail and/or email
- Analyzing campaign and test results

The service includes technology for personalizing small-business web sites with visitor contact information, giving visitors a more personalized marketing experience.

Bohringer Creative serves small- and medium-sized businesses and not-for-profits in a variety of industries, including: technology, healthcare, personal growth, education, fashion, industrial, telecommunications and IT.

Past and current clients include American Society of Neuroradiology, Chicago Medical Society, Stanford Products, OAG Worldwide, Galileo, University of Chicago, Lovett Marine, National Osteoporosis Foundation and Shell Oil.

Notable results include:

- An advertising campaign that brought a 50% higher response for a leading travel information company

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About Bohringer Creative/Add one

- 1999 winner of a prestigious Tempo Award from the Chicago Association of Direct Marketing for developing a direct marketing campaign that helped a client generate an additional \$2 million in revenue
- A direct mail piece for an event that produced 104% registration within 4 weeks of mailing. (The piece had been developed to create new interest in an event that organizers had been struggling to fill)
- A marketing communications brochure targeted to top-level corporate executives that succeeded in communicating a high-level of quality ... and resulted in a sold-out conference one year in advance of the event, at a time when related programs were difficult to fill
- Advertising programs and package design directly related to tripling of product sales and establishment of an internationally recognized brand for a start-up company in a very competitive market
- An advertising campaign that helped a tiny auto dealer in an obscure area match the sales volume of a major dealer in a high-traffic location with four times the sales space
- A marketing communications campaign for an airline that immediately improved prompt redemption of frequent flier miles by 30%, increasing compliance to 90%, and dramatically improving customer satisfaction and cost savings for the company