

ICS

IngramCS

A Results-Driven Graphic Design Studio



WE CREATE CONTROLS

Over 30 years in business has taught us not to play fast and loose with “creative” ideas that don’t work. Through test after test after test, we’ve got creating new controls down to a science.

Just as Garden & Gun, AFAR, Weightwatchers, and hundreds of others. You don’t last in this industry if you don’t win, and we win — consistently.

Direct Mail Is Our Specialty

We design winning direct mail, a skill honed over the past 30 years. We know what works to maximize response.

Our packages are designed to start a relationship that lasts . . . and adds to the lifetime value of a subscriber, member, or customer. Direct Mail is like a love letter, romancing and selling your prospect with words and images that engage. Setting the tone for the profitable connection that is to come.

We also create winning digital from emails and landing pages to websites and order pages.

Both direct mail and digital efforts are important to the success of a campaign. Our experience is that direct mail is especially suited for new business, with digital best for retention.

DWIGHT INGRAM

RESPONSE-DRIVEN
CREATIVE DIRECTOR
DESIGNER



BIO

DWIGHT INGRAM

Dwight has been designing winning direct marketing for direct marketers since 1987. Dwight worked as an Art Director in retail advertising for Lowes &, Belk Stores in the Southeast and Lechmere stores in New England.

His foray into publishing was as Creative Director for Jordan-Savage Direct, Lighthouse Communication’s DR agency where he learned direct from the country’s leading publishing consultants.

In 1994, Dwight formed Ingram Creative Services, and since it’s inception, IngramCS has been prolific in the creation of effective direct mail and digital advertising for magazine publishers and subscription marketers.

Dwight’s clients include a broad range of consumer, business, city, and regional magazines, as well as subscription marketers nationwide.



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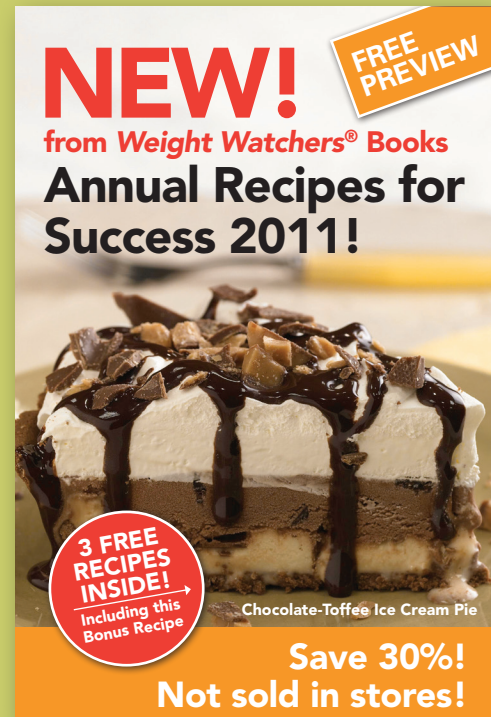
LONG FORM MAGALOGS

The magalog's long-form format has been described as an "infomercial in print". Its size immerses a prospect in a way no other print media can.

Surprisingly the "slimjim" magalog we recommend — is comparable in cost to a typical large envelope package, and is a solid order generator.

We have created many controls using this format.

For full PDF samples, email dwight@ingramcs.com or call 919-265-8605



ENVELOPES

6X9•6X11•Nº10

VOUCHER

Envelope packages from #10 vouchers to full bore 6x11s are the workhorses of direct mail. When in doubt, use a 6x9. This format offers room for 6 components, letters, forms, small to large brochures.

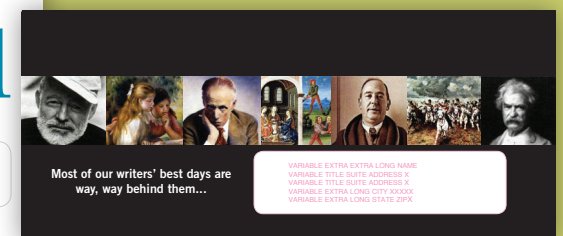
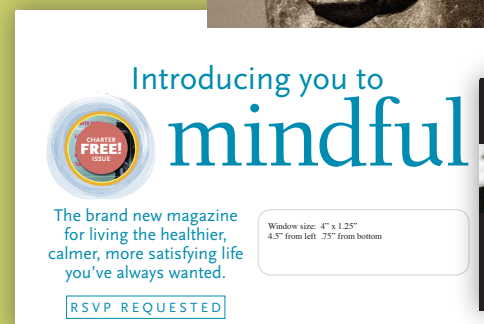
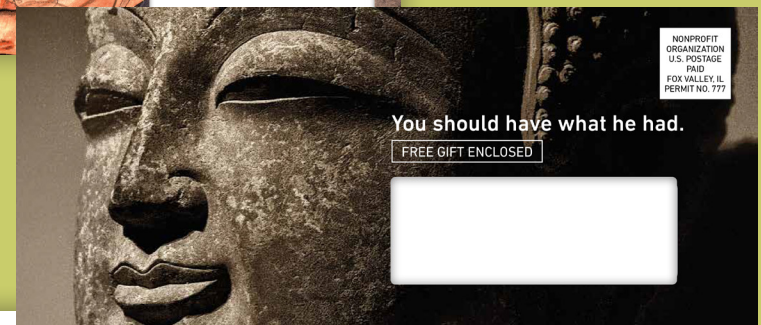
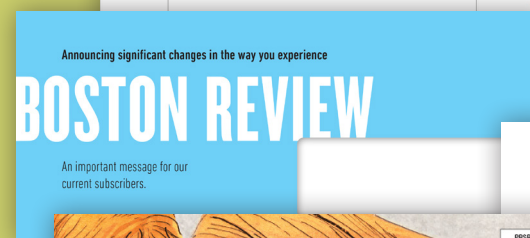
TIP: Consider direct mail even for a digital product.

TIP: Try email to announce the package arrival, and send an email as a reminder to enhance response.

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It's the absolute authority on all things Los Angeles. [Go to it](#) now and get the advance word on the latest chic fashions, cutting-edge trends, hot new happenings, and inside stories on the people, places and luxuries that everyone will be talking about.

You'll love the Digital Edition as much as the print magazine itself! It's environmentally friendly. You can save it on your computer. Bookmark pages for future reference. Perform quick searches. Send it to friends, clients and colleagues. And follow embedded links and enhanced content to our advertisers' and other websites.

Angeleno

INSIDE: REAL ESTATE '09!

THE PLAYERS: THE "TRENDS"

ERIC BANA DOWN UNDER ON TOP!

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Direct Response Copywriter,
Consulting, Insights and More



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Ken Schneider
Marketing consultant,
Copywriter, Art Director

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What's the secret to getting gang buster results and winning the control?

IT'S SIMPLE. DESIGN IS EVERYTHING (WELL, ALMOST).

You may think of design as choosing hip colors, selecting up-to-date novelty fonts and sourcing eye-catching photos, art, and graphics.

And you wouldn't be wrong — except when it comes to designing for direct response.

Here, creative meets science — where visual, behavioural, emotional and technical come together.

Knowing how and when to use these strategies is critical to creating direct response that gets results, and why I am one of the leading designers in the country specializing in Direct Response Design and Creative.

But wait, there's more.

To win consistently, design is only half of the equation. Success depends on the offer, the product itself, and, great copy!

I partner with the industry's best Direct Response copywriters. Masters of their craft, well known and successful in their own right. Put it all together and you have a proven team that will win consistently for you.

Want to win big on your next campaign? Call today and put a proven creative team to work for you!



TEAMING WITH THE BEST CREATIVE PARTNERS

When you hire IngramCS, you'll work with the best designer and the top A-list writers in the business.

Give us a call at 919-265-8605 for a chat, or reach out via email for a quote, or to assign us to create your next promotion, package, email, landing or order page. We're happy to work with your copy, or we'll build a team guaranteed to succeed.

THE RESULT? WORK THAT BECOMES THE CONTROL

Reach out to Dwight via the information below to discuss how we can help create a winner for you. We're happy to work with your copy, or we'll build a team guaranteed to succeed.



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Contact Dwight to discuss your next direct mail or digital campaign.



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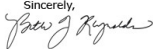
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