

Property maintenance company needs a direct mail postcard targeting residential homeowners.

CONTEST TITLE

Title

Direct mail postcard targeting residential homeowners for home maintenance and repairs.

Subtitle

OneContact Integrated Facility Services ("OneContact IFS" for short) is a property maintenance company serving commercial buildings and residential homes.

BACKGROUND INFORMATION

Organization name:

OneContact

Description of the organization and its target audience:

OneContact serves residential homeowners as their "one point of contact" for all their property maintenance needs. Our services are organized into three areas:

Maintenance Packages

General maintenance/Handyman repairs & services

Home renovations

Industry:

Property Maintenance

CONTENT DETAILS -- Description

OneContact Integrated Facility Services is a property maintenance company based in Calgary, Alberta serving small-medium sized commercial buildings and residential homes.

We need to design a 2-sided postcard (6" H x 9" L) that will promote our **home** maintenance services and target residential homeowners only. The postcard will be printed on good quality, glossy postcard paper.

The final design should be clean, crisp and obvious. We wish to avoid visual noisy backgrounds. (Note: **For this design, we are OK with a combination of photos and drawings/graphics/icons**). We wish a design that denotes a modern, dynamic and fun maintenance company!

We want a design that will stand out rapidly. The objective is to easily and intuitively get the reader's attention and to motivate them to contact us right away!

The front side of Postcard should include the following:

- 1) OneContact's logo
- 2) The setting of the scene can be anything you see fit for home services. For example, it could be outside or inside of a home, or in a neighborhood. **Please take this as just an example, come up with something creative.**
- 3) Primary and bigger tag line: "OneContact makes home maintenance easy"
- 4) Secondary and smaller tag line: "One point of contact for all your property maintenance needs"

The back side of Postcard should include the following:

The following are text/content we would like the design to include:

- 1) Company name: OneContact
- 2) Company logo (see attached files)
- 3) Tel: 403-452-6606

4) Web Address: www.onecontactifs.com

5) What We Do: Maintenance Packages

General Maintenance/Handyman Repairs

Home Renovations

6) Icons for various maintenance trades that we offer (e.g., electrical, millwork, flooring, plumbing, carpentry, etc.)

7) A small version of the Better Business Bureau (BBB) logo should be discreetly included somewhere in the back of postcard.