Product: PostalMate by PC Synergy

Description: PostalMate is an innovative desktop application designed especially for retail pack and ship centers. It’s a powerful yet easy to use multi-carrier shipping, point-of-sale and mailbox management system. PostalMate is used by more independents and franchises than any other system by far.

Demographic for ad: older, mostly male, largely ethnic, with a focus on family values.

What should be communicated by the ad:

- Industry leader in software development

- Always on the cutting edge

- Now that they have acquired competitor, you get the best of both worlds

- listens carefully to customers and develop systems that make a difference

 - experts, trustworthy, quality reputation, trusted, valuable partnerships, easy to use, value, makes you money, makes life easier, allows you to live the lifestyle you want.

The concepts below are rough ideas of what we're looking for. Text is likely to change, but is available as a basis from which you can design from.

**Concept #1 Slogan: "FIND YOURSELF IN GOOD COMPANY"**

This concept is designed to highlight the various partnerships that PC Synergy has made that allow their customers to be successful. (logos and information on these partners are here: http://www.pcsynergy.com/company/partners/)

The main heading will read:  'Find Yourself in Good Company'

A sub heading will be:  'Advanced Shipping & POS Automation Technology with PostalMate from PC Synergy'

A text area within the ad will say:

Known by the Company We Keep

As the industry leader in software development, PC Synergy has established valuable partnerships with leaders in the retail shipping industry, providing you the very best tools that won't slow you down. We listen carefully to our customers and continually improve the PostalMate software so it can work for you.

More Information/ Free Trial: Call [800.485.6901](tel:800.485.6901) or go online [www.pcsynergy.com](http://www.pcsynergy.com/)

**Concept #2 Slogan: "THE TEAM TO BEAT"**

This concept is designed to highlight the features and benefits of PC Synergy (company)/PostalMate (software brand) and how they're better than their competition.

*Note: one concept we liked was imagery of competitors (Fed Ex, UPS, etc) lining up outside of a store using Postal Mate, showcasing how they're on the cutting edge, as leaders in the industry. We also thought about a sports analogy, but are open to suggestions.*

The main heading will read:  'The Team to Beat'

A text area within the ad will say:

'PostalMate provides you the very best tools available in the industry. Our software includes everything needed to automate your business, simplify operations, enhance customer service and maximize profits. With unrivaled customer support, we listen carefully to our customers and continually improve the PostalMate software so it can work better for you. While our technology is second-to-none, our objective is to provide you the most effective tools needed to run your business.

Call to action: Join the winning team. More Information/ Free Trial: Call [800.485.6901](tel:800.485.6901) or go online [www.pcsynergy.com](http://www.pcsynergy.com/)

**Concept #3 LIFESTYLE focus**

This concept is meant to showcase how using PostalMate simplifies your life and allows the customer more time to do what they want (spend time with family, etc).

*Note: lifestyle designs could include walking on the beach, sunsets, spending time with family, or saving time. Please be creative.*

Main heading will read:  Life is Easier with PostalMate

A text area within the ad will say:

'PostalMate provides you the very best tools available in the industry. Our software includes everything needed to automate your business and be more efficient. Simplify operations, enhance customer service and maximize your profits. With PostalMate, you can save time running your business so you can focus on what matters most to you.

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