****Statistical Fact Book 2014

**Background Overview**

The Direct Marketing Association (DMA) is releasing its Statistical Fact Book 2014. Now in its 36th edition, “The Definitive Source for Direct Marketing Benchmarks” offers a wealth of new research and data from over 50 prominent sources and thought leaders.

This year’s reference book contains a newly-expanded chapter on Marketing Data, as well as updated and revised chapters on 12 additional key topics: Retail, Internet; Mobile Marketing; Social Media; Catalog; Consumer Demographics; Direct Mail; Direct Marketing Overview; Email; Nonprofit; and USPS Information. DMA has also added dozens of new charts on new media to augment the updated information on traditional channels.

**About DMA**

DMA is the world’s leading independent trade organization for data-driven **marketers**. Our vision is for a world in which every marketer has the ability to provide their customers with exactly what they need, at precisely the right moment when they need it.

Only data can make this future possible.

Our Mission:  Advance and protect responsible data-driven marketing.

Our Vision:  To be the premier trade association for marketing leaders at the world’s most recognized brands.

[www.the-dma.org](http://www.the-dma.org)

**Objectives:**

(What is the purpose of the creative? What is it trying to achieve?)

The purpose of this creative is to serve as the cover of the book. This cover image will be the books “face” to the industry and be used on the website, in e-commerce and general promotions.

The cover should look nothing like the 2013 cover, below - which was disliked strongly by stakeholders. Rather it should convey the excitement of the data inside. This is stats and facts curated from around the industry pointing at the benefits of the new world of marketing across ALL channels!



The report points to continued growth and optimism in the direct/ data-driven marketing community— the strongest growth occurring in digital channels specifically mobile.

**Audience:**

(To whom are we speaking? And what do we need to know about them?)

The folks that are purchasing are agencies, marketing service providers or brands dealing with justifying their marketing tactics. Also, university and corporate libraries purchase this in multiple copies as a reference tool.

This book is used as a core reference, often one stat at a time. The audience LOVES it!

**Single Most Important Takeaway:**

(What’s the most important benefit we are communicating to our members?)

This book is overflowing or exploding with valuable information!

**Tone and Feel:**

(What mood or feeling are we to convey? Cool and authoritative? Warm and energetic?)

Tone should convey warm & energetic excitement for a productive multi-channel industry.

* **Execution Mandatory:** (What MUST be represented?)
* Front:
  + Title – Statistical Fact Book 2014
  + Tag – The Definitive Source for Direct Marketing Benchmarks
  + DMA Logo w/ tag
* Spine:
  + Logo
  + Title
* Back:
  + URL - www.the-dma.org/bookstore
  + Logo
  + Address
  + Price List Price:$499 DMA Member Price: $249
  + ISBN - TBD

**Production Mandatories** (attach if necessary):

Cover is 8.5 by 11 with a ½ inch spine