****Response Rate 2015 Book

**Background Overview**

The Direct Marketing Association (DMA) is releasing its Response Rate Report for 2015. The Response Rate survey provides success metrics for the direct marketing community. The survey breaks down findings where possible into several segments so that marketers see clearly how organizations like them are performing in their campaigns.

**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 2012 cover, below. We would like the cover to express the anticipation of the data inside which is the latest metrics for how direct mail, email, paid search, online display, advertising, and telephone marketing perform as marketing channels curated from around the industry.

See attached 2012 report to get a feel for the inside contents.



**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.

**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! Companies utilize this report to see trends in marketing and measure their firm’s marketing performance.

**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 – Response Rate Report
  + Tag – Data to Benchmark All of Your Marketing Campaigns
  + DMA Logo w/ tag
* Spine:
  + Logo
  + Response Rate Report 2014-2015
* Back:
  + URL - www.the-dma.org/bookstore
  + Logo
  + DMA Headquarters
  + 1120 6th Avenue
  + New York, NY 10036
  + 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