

# TENSION

## Maximize Your Envelope's Impact

The science of marketing for increased engagement and response

### CAPTIVATE YOUR AUDIENCE WITH NEUROMARKETING

Neuromarketing suggests that you have three minutes and 33 seconds to convince a reader to open your mailing.

:03

#### THREE SECONDS

For your envelope to make an impression and stand out

:30

#### THIRTY SECONDS

To intrigue the reader enough for them to open your mailer

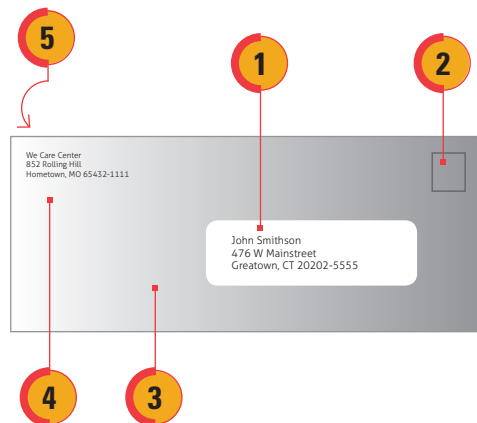
3:00

#### THREE MINUTES

For the reader to review the contents and respond

### Make Smart Use of Space

These 5 hot spots are where your eye typically goes to on an envelope. Take advantage of these interest points!



#### 1. Mailing Address

Readers want to see their name – make sure it's spelled correctly!

#### 2. Postage Area

Type of postage tells a reader how important they are to the sender

#### 3. Teaser Copy

Prime space to give a hint of what's inside

#### 4. Return Address

Test whether including your company name or using a blind envelope yields better results

#### 5. Flip Side

Your reader may see the back first – take advantage of the flip side!

### An Effective Mailer Should Be...

#### TACTILE

The touch and feel of a mailer immediately engages the reader's senses. Different sizes, papers, finishes, and other tactile techniques are a great way to draw attention.

#### VISUAL

Standing out in the mail requires some visual appeal. Use color, graphics, or icons, and make use of hot spots to keep the reader interested.

#### CEREBRAL

Entice your audience mentally through your actual content – compelling calls-to-action, intriguing offers, or even multi-media experiences (i.e., augmented reality images or quick response codes) get wheels turning and tease the brain.

Discover more new ways to engage your readers by visiting [tensionenvelope.com](http://tensionenvelope.com)

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