

# For 30 years...

Frank Kaiser has created advertising that has sold literally millions of dollars worth of soap, cereal, software, soups, and services — *proving the power of compelling ideas.*

That's what Kaiser Communications brings to your business communications. *Ideas.* Strategically targeted. Carefully wrought. Tastefully executed.

This past year our print, PR, and collateral ideas for a South Florida medical device manufacturer helped drive their sales from \$267M to \$337M.

For a Miami-based national direct-mail marketer, our humorous, family-based letter ideas far outpull industry norms.

We can do the same for you. **KCI lifts your customer communications above the clutter.**

We're nimble. We act and respond instantly. Without committees. With intense focus on quality and results.

Today's KCI is an innovative team with extensive creative and strategic planning experience at three of the world's smartest ad agencies: Leo Burnett, Young & Rubicam, and N.W. Ayer & Partners.

We're solid. Our real-world, common-sense approach assures better-targeted, better-read ads — multiplying your sales results per dollar spent.

**At KCI 1 + 1 = 3. Often more!**

Readership scores prove that our clients' ads get noted, read and acted upon often four to six times the average.

How do we do that?

Homework. We research your product. And its market. Then add comprehensive strategic planning. And inspiration, guided by deep experience. Putting it all together, we get your customer saying, **"Hey! That's me they're talking to."**

Need we say more? OK, here are nine other reasons for giving us your business.

**1** We'll help with *all* your marketing communication needs: corporate image development, advertising, collateral materials, sales letters, press releases, customer newsletters, DM packages — *everything.*

**2** You'll work with Frank Kaiser, the top creative person. No infrastructure of executives to sign off on strategy and tactics. No big overhead that you as a client must indirectly pay.

**3** You'll get top talent in every specialty — artists, illustrators, photographers, printers — creative and market-proven people who give their all on a per-project basis.

**4** You'll get a 'client first' attitude. We want your customers saying, "That's a great product!" rather than "That's a great ad!"



MARKETING COMMUNICATIONS

**5** You'll have no unpleasant surprises.

**6** We'll listen.

**7** With KCI you'll get honest work at fair prices. In fact, you'll get world-class agency creative professionalism at a fraction of the world-class agency cost.

**8** We're good. We respond quickly to client or market twists and turns with marketing that's measurably more effective.

**9** We want your business. And once we have it, watch out! We'll work hard to become indispensable to you.

**Call Frank or Carolyn at Kaiser Communication today. Arrange for a free consultation on any pressing communications problem.**

Phone: 727.726.0066

E-mail: [info@kaisercom.com](mailto:info@kaisercom.com)

We'll turn your prospects  
into customers.  
*Fast.*

HAS DEEP EXPERIENCE WITH  
A WIDE RANGE OF CLIENTS  
INCLUDING:

Allstate Insurance/Auto, Life  
Arcopharma (Switzerland)/Excitiva  
Atlantic Richfield/Gas/Petrochemicals  
Bacardi Rum  
BLOC Software Development Corp.  
Campbell's Soups/Corporate  
Chicago YMCA/Drug Outreach  
Cordis Corporation (Johnson&Johnson)  
DaimlerChrysler Corporation/Corporate  
Expert Software  
General Cigar  
General Electric/Home Entertainment  
Kraft Foods/Post Cereal, Jello, Birds Eye  
'Good Life' & 'Today's Lifestyle' catalogs  
Grayco Inc./RotoFlo  
Gulf Oil Company  
Hemstall Homes/Newsletter  
Insurance Company of North American  
Kellogg's of Battle Creek  
Maytag Appliances  
Medical Emergency Service Associates  
Motorola  
NBC-TV/WTVJ Channel 6, Miami  
Newsweek Magazine  
Oaktron Speakers  
Philip Morris/Marlboro, Merit, Corporate  
Proctor & Gamble/Safeguard, Secret  
St. Thomas University  
Time Magazine  
Travel Systems International  
United Airlines  
Velcro Fasteners  
Vick's Cold Products  
Yankee Doodle Fast-Food Franchises  
Plus retail stores, restaurants, financial  
institutions, and medical services.

experience

OUR CUSTOMERS SPEAK OUT...

*Advertising* – “You have effectively met our needs for direct mail support, brochure development and production – both for individual stand-alone products and our interventional business as a whole – developing effective differentiating positioning strategies, product naming, and advertising campaigns.”

STEVE SCHIESS - MARKETING MANAGER,  
CORDIS CORPORATION (JOHNSON&JOHNSON)

*Public Relations* – “The quality of their press material is superb. KCI was effective in moving our product line from oblivion to the point where it was given significant coverage in major industry publications. I found KCI to be imaginative and highly ethical.”

PETER W. PREKSTO, JR. - V.P., MARKETING,  
F3 DIVISION, BLOC DEVELOPMENT

*Direct Mail Packages* – “KCI works hard to find just the right approach to reach our customers. They're quick yet thorough. You won't get half-baked ideas from them. They take a selling concept and follow it all the way. In each letter KCI has done for us, they've woven an intriguing story around our products. Their stories are powerful selling tools. They're also quite funny, when appropriate. Basically, their copy is a real pleasure to read.”

KATE HOBBIE - DIRECT MAIL MANAGER,  
EXPERT SOFTWARE

K A I S E R C O M M U N I C A T I O N S I N C O R P O R A T E D



MARKETING COMMUNICATIONS

Where **one**  
plus **one**  
equals **three.**

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