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# DIFFER- ENCE DETAILS

IS IN  
THE



**vōx**BOOK  
2023 EDITION

# WE ARE

## MARKETING SPECIALISTS

Vox-Pop-Uli is a graphics production agency offering turn-key services from design and production through fulfillment. Since our founding in 1996, we have worked with specialty retailers. Our Rent-To-Own journey began in 2002, and we have never looked back.

We partner with leading retailers and retailer manufacturers seeking to maximize their marketing investment by reducing vendor management, expanding their product offerings and improving job profitability.

From large format digital printing with capabilities of materials up to 10' wide, in-line white ink to small format digital and store level support, we can handle all of your marketing needs.

### THE VOX ADVANTAGE:

- The ability to expand your product offerings to the field
- Highly competitive pricing
- The ability to deliver high-quality in an unbelievably fast manner
- The ability to prototype and test prior to roll-out
- One stop shopping
- Post roll-out support
- Peace of mind and no excuses



MEMBERS

# CREATIVE

LET US WORK OUR MAGIC TO BRING YOUR PROMO TO LIFE

Successful brands and campaigns require thoughtful, disciplined and creative strategies to move them forward. Vox has the creative team to take your brand to new levels combined with industry experience to implement that look successfully in the field. From a brand launch or rebranding to integrated sales and promotions, we have done it all. We're not just a printer, let us complete your project from concept to completion all in house!



# ON TARGET

IT'S ALL ABOUT THE HOOK

## SCRATCH-OFFS



## POSTCARDS



Recent studies have confirmed what we have always believed...Mail Works. In fact many studies now show mail is more successful than ever in helping grow your store. Craft mail pieces to share a story, announce sales, include coupons, menus, event calendars, and more. Database marketing targets your prospects, existing and past customers directly in their home.

Database marketing programs can be developed for specific events or regular/trigger mailings. Regular/trigger monthly mailings can include birthday wishes, frequency mailings, and upgrade mailings. A well crafted trigger based mailing program can help decrease customer churn. Direct Mail should also be a part of special events, sales, and announcements. Customer appreciation events, new manager announcements, or special offers/new product announcements should always use direct mail as part of the execution strategy.

Once we put it all together, we can offer mapping services and consultation to help focus your efforts and better identify where your customers and prospects live. This provides for continuous retooling of your direct marketing effort.

## CUSTOM MAILERS



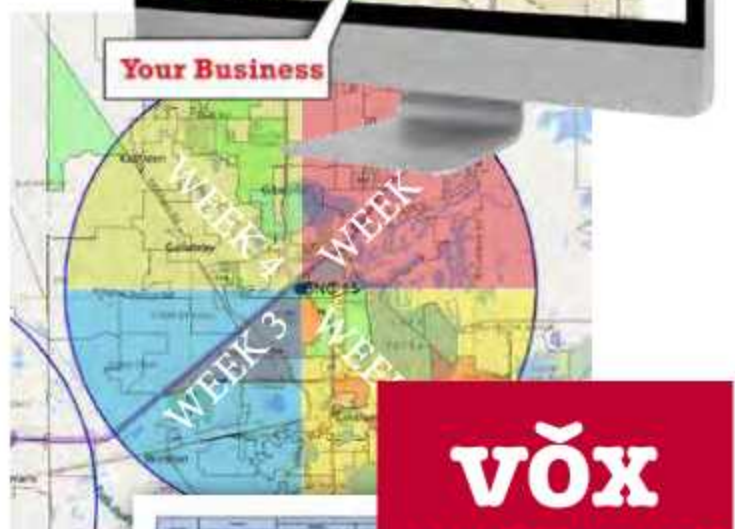
**VÖX**  
BRING YOUR IDEAS TO LIFE!



EDDM EXAMPLES



OVERSIZED EDDM



Every Door Direct Mail service is an easy, cost-effective way to reach potential customers near your business. Just create your mail pieces however you like, then select postal routes and pay for postage online. Next, bring your mailing to your local Post Office™ for delivery to every household on your chosen routes. With Every Door Direct Mail service, there's no need to buy addresses or mailing lists. Instead, you can focus your marketing efforts on potential customers within a specific radius of your business, which can save you on postage and printing.

Our EDDM Program drops to the Post Office every Wednesday to ensure in-home delivery by Thursday for Friday and Saturday shoppers.

Initial program targeting is up to 5 miles out from store location with a demographic of 45k per year annual income.

Our mapping software allows us to determine successful routes based on your customer database information, open prospecting areas and work in conjunction with neighboring stores and shared routes for more effective mailing targets and costs.

Let us take care of your EDDM all the way to your customers home. We can execute based on a predetermined schedule to make sure they land in home on your date. This allows your employees to stay focused on their job and minimizes cash handling as well.



**VOX**  
 THE MOST  
 EFFECTIVE  
 CPM!

# GO MOBILE

ADVERTISE EVERYWHERE YOU GO



With an estimated cost per 1,000 impressions of less than \$0.39, mobile media advertising offers the lowest cost-per-impression of any major advertising medium. In this digital age, make sure that after customers see you online, they also see you out there. With a great ROI, vehicle wraps should be a component of your broader marketing strategy. At Vox-Pop-Uli, we design, print and install mobile media that really pops.

FLEET WRAPS





# GET NOTICED!



OVERSIZED  
A-FRAMES

WINDOW WRAP GRAPHICS

Outdoor signs and window graphics are an expression of credibility, pride of ownership and operational stability. They serve the purpose of identifying the location of the business and reinforcing the corporate branding. Visible to pedestrians and drivers, they provide significant exposure to a wide range of audiences.

# CORPORATE APPAREL



New hires, changing logos & multiple locations can all make apparel a large pain point to any business. VOX has the solution! We feature in-house embroidery, large apparel selection plus an available custom online ordering portal. We handle it all and ship fast!

Increase Employee Retention, Improve Store Moral & Solidify Brand Awareness by Centralizing your Corporate Apparel with VOX!



**NEW HIRE SHIRTS  
SHIP WITHIN  
48 HOURS!**



**SECURE  
LOGIN**

**FULLY CUSTOM &  
COMPLETE SECURE!**

Streamline your brand marketing experience by offering a single source solution for all your operational and marketing needs with your own custom online portal!

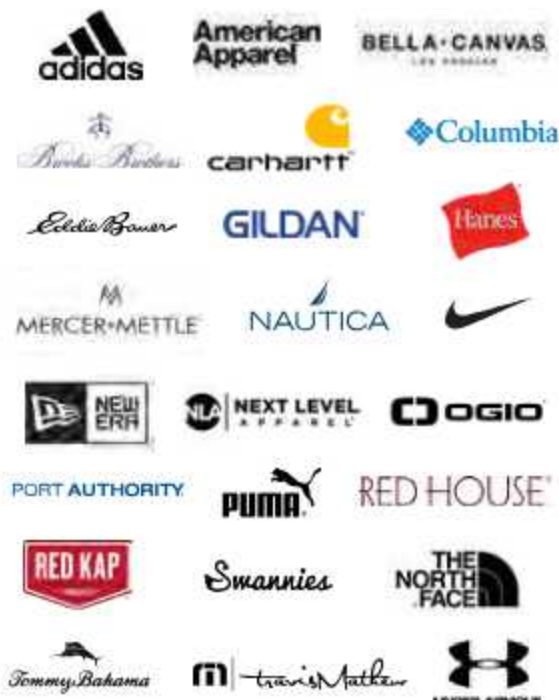
# APPAREL



**MENSWEAR**



**WOMENS**



**ALL THE TOP BRANDS!**



# ACCESSORIES

Customize a wide variety of hats, bags, towels and even gloves!



## VOX HIGH LINE COLLECTION

The **HIGH LINE** COLLECTION from VOX is our premier apparel collective that features luxury brands and high end styles. Add your logo to these pieces for instant brand elevation. **Contact us today for a full catalog!**



*Brooks Brothers*

WRINKLE-FREE STRETCH  
PATTERNED SHIRT  
BB18008 - MENS XS - 4XL



NEWPORT BLUE



SHADOW GREY



*Brooks Brothers*

WELLS LAPTOP TOTE  
BB18840



*Travis Mathew*

OCEANSIDE  
HEATHER POLO  
TM1WW002  
LADIES S - 2XL



ALLURE



BLACK



BLUE NIGHTS



CLASSIC BLUE



PURPLE SAGE



GREY

# LOCAL EVENTS

Local marketing events are an effective way to engage the community and increase awareness within your area. VOX can provide all the signage and hardware to make your brand be seen!

POP-A-SHOT BASKETBALL GAME



Add an interactive promotional game to your next event to get the crowd engaged and break the ice with attendees!



TABLE THROWS



A-FRAME SIGNS

PLINKO STYLE GAME

SPIN & WIN GAME



FLAG WAVERS



TENTS



# STORE SUPPORT

OPERATIONS PLANNERS



MARKETING CALENDARS



# EMPLOYEE INCENTIVES

Have a special event or want to set-up a custom employee reward program for your next promotion?

VOX can take your ideas and bring them to life! We offer a quick and easy process to order your custom art embroidery. Get your shirts in days not weeks with your next event featured. We take care of finding the perfect shirt and design the art for you!

**Have an idea? Call us today!**

**Celebrate Employee Anniversaries or Create Incentive Programs With Custom Embroidery!**



**COMPANY MEETING APPAREL & PREMIUMS**



**EXCLUSIVE EMPLOYEE APPAREL AND INCENTIVES**



**vōx**  
CUSTOM APPAREL IS GREAT BRAGGING RIGHTS!

**AWARDS & RECOGNITION**



# VOX

create • print • sew • fulfill

Voxpopuli is the "yeah, we do that" place.

We are a marketing execution company that helps our clients through print, apparel and fulfillment. We can start from scratch and come up with a look and plan for your campaign, or take your existing art and create all the elements for your program. Bottom line, we want to help make your life easier and grow your stores.

## THINGS WE DO:

Creative	Flags
Flyers	Shirts
Brochures	Hats
Postcards	Plaques
Banners	Incentives
Window Clings	Awards
Vehicle Wraps	EDDM Mapping
Signage	Mailing
A-Frames	Ordering Portals
Tents	Kit Packing

## THE VOX ADVANTAGE:

- Highly competitive pricing
- The ability to deliver high-quality in an unbelievably fast manner
- Prototype and testing prior to roll-out
- One stop shopping
- Nationwide shipping
- Post roll-out support
- Peace of mind and no excuses



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