

Who we are:



Gail J. Brown, Founder & CEO

Gail has over 25 years of direct marketing agency experience, including 15 years at Grey Direct/NY where she managed many Fortune 500 accounts, including JPMorganChase. In her leadership role on Chase Card Services, she was responsible for managing 15 unique lines of business and launched 6 new products. Gail won the United Airlines account and opened the Grey Direct/Chicago office, where she was named President and managed over 50 professionals for two years. Gail has extensive experience in the financial services, telecom and travel industries and has been involved with all aspects of direct marketing—from new product introductions to acquisition, as well as loyalty and retention programs. Gail is the proud recipient of numerous industry awards, including an International Echo Award for an innovative program developed for United Airlines. With her skills—including P&L responsibility—she focuses on understanding the customer, the business and how to impact the bottom line.



Building Brands... Better Big Agency Experience Made Affordable

At **Brown Direct Marketing** we combine **insightful strategy and award-winning creative talent** to provide clients with the **best solutions**. That's how an **innovative** boutique shop like ours helps build businesses for our clients. We operate without the bureaucracy, overhead and expense of a large agency, while leveraging the know-how of a team with big-agency experience.

What does that mean for **you**, the client?

- Expertise of a large agency, including domestic and global campaigns
- Experienced, "Best in Class" team in all areas—Strategic, Creative, Account, Production
- Expert in building businesses for financial services, travel, telecom pharmaceuticals, not-for-profit, retail and others
- Integrated service model—both offline and online
- Focus on driving profitability—generating the best ROI
- Specialist in corporate branding guidelines and procurement protocol
- Six Sigma trained
- Proven track record partnering with clients to reduce marketing costs and cycle time

Brown Direct Marketing has worked with numerous Fortune 500 companies to identify new marketing strategies that will **improve response rates, increase retention, maximize revenue, save time and money and drive growth**.

What we offer: **Solutions**

Brown Direct Marketing develops multi-channel marketing programs that generate measurable results in:

- Direct Marketing—Direct Mail, Catalog, Print, Alternate Channels
- Acquisition
- Cross-sell/Upsell
- Customer Retention and Loyalty
- Interactive—Web sites, Email
- Banner Ads, Landing Pages
- Graphic Design
- Sales materials and collateral
- Analytics—Results analysis
- Promotion
- Production—Print and Direct Mail

Clients we've served: **Diverse**

Brown Direct Marketing principals have helped build businesses for many Fortune 500 companies:

- American Express • AT&T • BellSouth • Business Week • Citibank • Doubleday Book Clubs • General Foods • GSK • Globe Life and Accident Insurance Company • Goldman Sachs • JPMorgan Chase • Liberty Mutual • L'eggs Direct Marketing
- Merrill Lynch • Microsoft • Money Magazine • Pfizer • Rogaine • Schering Plough • Sprint • State Farm • SunCom Wireless • Time Inc. • Time Life Books • United Airlines • U.S. News & World Report • Verizon • Weekly Reader • Xerox