



*The booming popularity of the DVD is largely due to the quality and durability of the technology. However, it has also been supported with regular national consumer promotions by the DVD Entertainment Group.*

## RESPONSE AND PAYMENT HANDLING ON A MAJOR SCALE



A nationally advertised consumer offer promoted the purchase of Sony, Toshiba and Pioneer equipment by offering participants three DVDs chosen from a selection of seven titles. Over a period of eight weeks more than 100,000 consumers posted their choice of DVD's together with a cheque or credit card payment to cover postage and packing, and the original retail receipt proving their purchase.

At the height of the promotion, Fairway handled almost 5,000 responses daily. We processed credit card and cheque payments while filing store receipts in customer order. We also managed a pick/pack operation to ensure every customer received the correct DVDs and their original receipt.

Fairway processed all of the postage and packing payments. On-line stock management and job processing data enabled our client to monitor responses as they were received, and stock as it was distributed.

