

THE CHEST csi 44830

PZ-5003/Puzzle Piece Traffic Builder

ABNB Federal Credit Union was having a grand opening and chose the PZ-5003 postcard and display board for their direct mail piece as an invitation. The postcard was mailed to all invitees. The card included the address and hours of the event. Instructions were printed to punch out puzzle piece on inside back of card and bring to the Credit Union to see if the recipient won a computer/printer, TV and other prizes.

At the Credit Union, a 14" x 19" board with easel was on display. This display board had 3 cut-outs, each puzzle piece cut required different shaped puzzle piece to fit. The three cut-out choices were: Computer/Printer - TV - Other Prizes. There was one postcard made to fit each the Computer Printer and TV puzzle piece area, and the balance of puzzle pieces fit "other prizes" puzzle piece area.



ARNB
FEDERAL CREDIT UNION'S
**GRAND
OPENING**

Computer
prizes

T.V.

Other
prizes

Great Gifts... Great Rates... Great Service!
July 9th, 2002

The poster is rectangular with a white background and a decorative border of small, multi-colored dots. At the top, the letters 'ARNB' are in a large, bold, blue font with a yellow swoosh under the 'A'. Below this, 'FEDERAL CREDIT UNION'S' is written in a smaller, black, sans-serif font. The words 'GRAND OPENING' are prominently displayed in a large, bold, red font. In the center, there are three balloons: a yellow one on the left with 'Computer prizes' written on it, a red one in the middle with 'T.V.' written on it, and a blue one on the right with 'Other prizes' written on it. At the bottom, the slogan 'Great Gifts... Great Rates... Great Service!' is written in a red, italicized font, followed by the date 'July 9th, 2002' in a black, sans-serif font.