

# Investment Market CC-026 Direct Mail Can

The Waddell & Reed Brokerage House was selected as the initial offering source for a new Energy Fund. Because of the current surge in profits in individual energy and fuel companies, this Mutual Fund consisting of all energy related companies was put together.

It was essential that large portions of this offering receive quick subscription.

A mailing was put together going to a select group of investors that had a track record of moving quickly on strong recommendations.

The mailing utilized the CC-026, pop top can with a four color process label including the return address and a place for the mailing address label. Inside each can was a Power Bar, a can of Energy Pro Power drink and literature on the fund. 3,000 of these were put in the mail. Because of the unique mailer, follow-up phone calls found recipients had received and read the literature in the mailing.

Waddell and Reed reached their target for subscriptions in five weeks and were extremely pleased.

