

LA Z BOY®  
**WIN AS**  
**One**

**FISHER**

CHICAGO | LOS ANGELES

**BRINGING CUSTOMERS INTO  
LA-Z-BOY FURNITURE GALLERIES**

*for over 30 years!*

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# Our Offices



**Chicago - Bridgeview, IL**

**Ph: 708-598-1500**



**Chicago - Bedford Park, IL**  
(Formerly Atlantic Press)

**Ph: 708-496-2400**



**Los Angeles - Orange, CA**

**Ph: 714-998-9200**



**Fisher Digital - Miami, FL**

**Ph: 305.899.7229**

# RESIDENTIAL SATURATION MAILING

direct.  
mail  
BY FISHER

Distribute your full sized ad via the U.S. Postal Service with Fisher's Residential Saturation Mail Program.

as low as

# 28¢\*

per piece

## It's easy as



### STEP 1: Build your ad

#### Example Format:

15" w 4 page tall tabloid

1/4 reverse folded

10" wide X 7.5" (when folded)

Weight @ 0.54-0.58 oz. per piece

Thickness @ 0.01080" per piece

### STEP 3: Going live with your ad

Upon ad signoff, Fisher will package and deliver to the local post office to have your ads be distributed via EDDM to the exact houses you want.

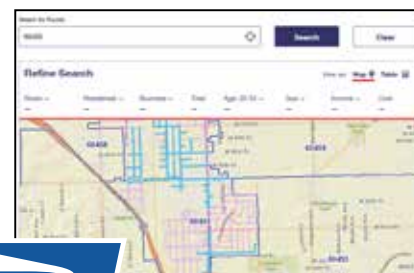
\*Subject to change



OVER  
**587**  
square inches  
of ad space!

### STEP 2: Select your routes with Fisher

- Review zip codes
- Carrier routes
- Customer demographics to decide exactly where to send your ad





# FLYER ENVELOPE MAILING



11x17 Tall Tabloid  
1/4 Folded



# Direct Mail

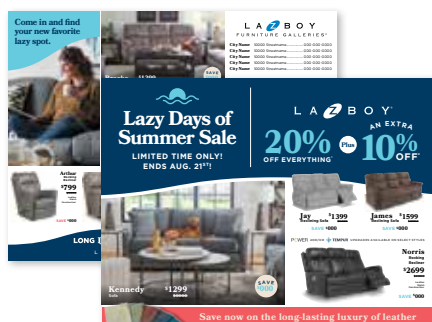


Our personalized direct mail services have response rates up to three times the industry average. As marketers, we understand the importance of executing strategic direct mail advertising that coordinates with all your marketing materials. We provide direct mail design and in-house printing with a wide selection of direct mail formats.

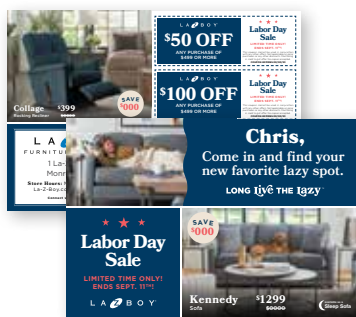
## 6.25 million

### DIRECT MAIL PIECES MAILED EACH YEAR

## Popular formats and list types:



**12" x 9"**  
**Saturation Postcards**



**9" x 6"**  
**Targeted Postcards**



**6" x 11.5"**  
**Customer Postcards**



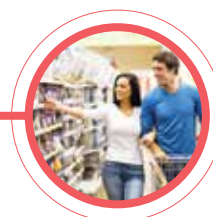
### Full Saturation

- ✓ 90% of all residents
- ✓ 70% less postage



### Targeted

- ✓ Targeted demographic
- ✓ Target by age, income, etc.



### Customer

- ✓ Targets your customer list
- ✓ More control over recipients

# Sales Follow-Up Remarketing Direct Mail Campaign

Remarketing by direct mail is a marketing strategy that involves re-engaging potential customers who have previously made a purchase.



## The process typically involves the following steps:

LaZBoy sets a criteria for targeting, then after purchase, LaZBoy supplies Fisher with customer information and any other pertinent information via Fisher's web portal.

On a weekly basis, Fisher will compile all the information, generate and print the cards, and execute the mailings.



# WHAT IS FISHER DIGITAL FUSION



Seamlessly track the effectiveness of your direct mail campaign while enhancing the results

## AGE OF OMNICHANNEL

Fisher Fusion turns a single impression mail piece into **multiple** repetitive impressions to the same audience by utilizing **multiple** platforms.



**23-43%**  
**LIFT IN RESULTS!**  
OVER TRADITIONAL DIRECT MAIL

**UP TO  
8-32  
TOUCHES**  
TO DIRECT MAIL  
RECIPIENTS FOR  
PENNIES PER PIECE

**REAL  
TIME  
TRACKABLE  
RESULTS**  
WITH PERSONAL  
DASHBOARD

**80%**  
**OF SALES**  
ARE MADE  
BETWEEN THE 8TH  
AND 12TH TOUCH

**NO LEAD  
LEFT BEHIND  
& NO MONEY  
LEFT ON THE  
TABLE!**

**WHY  
FISHER.....  
DIGITAL  
FUSION**

- ✓ ENHANCED TRACKING
- ✓ DIGITAL INTEGRATION
- ✓ INCREASED RESPONSE
- ✓ PROVEN PROFITABILITY
- ✓ TURNKEY MARKETING
- ✓ QUICK & EASY SETUP

WE MAKE **DIRECT**  
**MAIL** THE ***MOST***  
***EFFECTIVE*** FORM  
OF ADVERTISING  
BY INTEGRATING  
IT WITH  
***CUTTING-EDGE***  
**TECHNOLOGY.**







# CHOOSE YOUR PACKAGE

Choose between 3 packages with unique job styles, determined by your campaign needs

Multiple technologies strategically timed and delivered to drive **maximum exposure and engagement** for your direct mail campaign



SocialMatch



Mail Tracking



QR Codes



Informed Delivery®



Call & Text Tracking



Online Follow-Up



Social Media Follow-Up



LEADMatch



YouTube Ads



Discovery Ads



Google Geo



Social Geo



Addressable Geo

1

**FISHER** DIGITAL  
**FUSION**  
STANDARD PACKAGE

100% MAIL LIST EXCLUSIVE

2

**FISHER** DIGITAL  
**FUSION**  
TARGETMATCH 

EXPANSION = MORE IMPRESSIONS!

3

**FISHER** DIGITAL  
**FUSION**  
+ PLUS

# Point of Sale

THE SIGN  
shop  
AT FISHER

The Sign Shop at Fisher offers a wide variety of in-store signage solutions to inform customers and highlight your promotions.

- ✓ Window Banners
- ✓ Hang Tags
- ✓ Tent / Tri-Toppers
- ✓ Floor Decals
- ✓ Iron Man / Stanchion Signs
- ✓ Posters
- ✓ Die-Cut Signage
- ✓ Long or Short Term Signs



## Window Banners

Fisher's window banners are perfect for highlighting your weekly promotions and catch customer's attention as they enter or drive by your store.

- ✓ Cost-effective
- ✓ Customizable
- ✓ Available in different paper types
- ✓ No minimum order
- ✓ As low as \$5 per banner



## Shelf Talkers

Finding sale items in a retail store should be easy. Our eye-catching shelf cards guide shoppers to your promotions. Fisher's automated variable data printing can turn your spreadsheets into attractive, easy-to-read shelf talkers that highlights your weekly sale items, saving you time and money.





# Digital Forward.



**Digital Circular**



**Google Display**



**Paid Social Advertising**



**Video Marketing  
Advanced TV**



**Geofencing**



**Performance  
Tracking App**



**Video Content Marketing**



**New Neighbor Program  
Web Design**



# Digital Circular

**FISHER  
DIGITAL**  
Powered by 

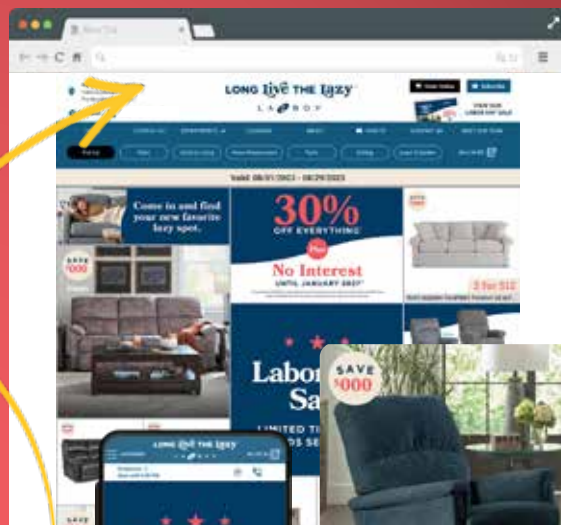
## Dynamic Content On All Devices.

PDFs are great for print, not on screens. Say goodbye to pinching and zooming in the print pages on your phone. All products in your ad will be resized automatically to fit your customer's device.

- ✓ Image
- ✓ Vendor Logo
- ✓ Price
- ✓ Description
- ✓ Product ID/UPC



*Exclusive  
Digital Circular*



**\$399**

## Vendor Partnership Opportunities

Fisher's Digital Circular offers video, GIF support and custom ad placements — creating unlimited possibilities and the ability to display sponsored content and videos with vendors.







# Digital Circular

**FISHER  
DIGITAL**  
Powered by COMETADS

## Shopping list and more.

Customers can build shopping list directly from your digital ad. They can also add custom items to their list, share and print.



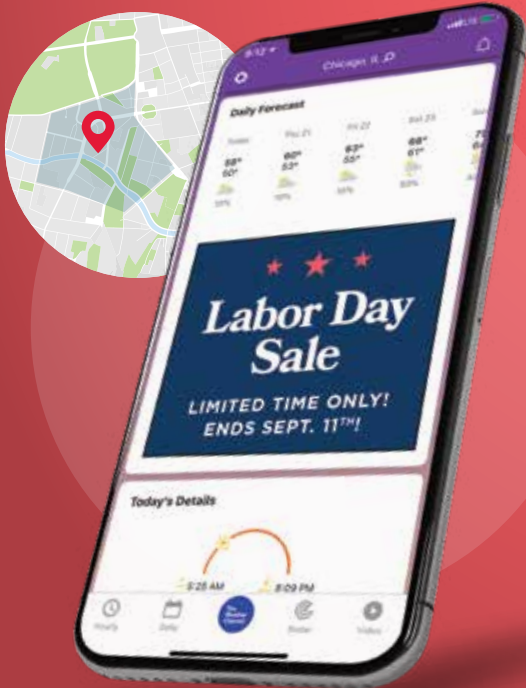
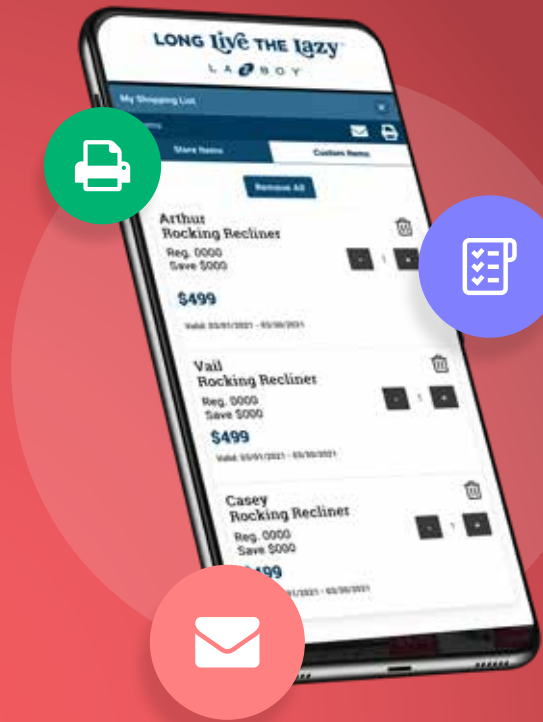
**Share circular**



**Create custom list**



**Print list**



## Distribution

Target your audience with Fisher Digital's suite of digital marketing solutions like Geofencing, Display Ads or Retargeting Campaigns. All campaigns are trackable and customizable to maximize your reach and ROI.



**Geofencing**



**Display Ads**



**Retargeting**



**Social**

# G Google Display

## What

The Google Display Network is a collection of websites covering up to 90% of the web wherein advertisers can pay to distribute brief advertisements commonly referred to as “banner ads” to audiences targeted by demographics, interests, behaviors, or imported data segments.

## Why

The ability to distribute ads to 90% of the web from a single command center is an incredibly powerful opportunity for brands to be “everywhere”, introducing promotions to prospective customers whose recent visits to your website or specific life events (i.e. recently moved) signal an immediate need.







# Paid Social Advertising

with remarketing as an option

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## What

The use of video or images to promote or market your brand, Social Media Advertisements are distributed to users on Facebook and Instagram, based on information gathered from target audience profiles, including but not limited to demographics, behaviors, and socio-psychographic profiles.

## Why

On average, US consumers spend 2 hours and 33 minutes a day on social media and high-performing corporate social profiles will reach just 5% of their direct audience with each non-paid post. Social Media Advertisements enable you to reach your audience and beyond, where they're spending their time.





# Video Marketing

## What

The use of video to promote or market your brand, product, or service. A strong marketing campaign incorporates video into the mix. Customer testimonials, videos from live events, how-to videos, explainer videos, corporate training videos, viral (entertainment) videos — the list goes on.

## Why

Custom video content can increase your search engine ranking, click-through rates, open rates, and conversions.

Studies show over 50% of online consumers were more likely to buy a product they were considering purchasing after watching a video demonstration, promotional event, customer recommendations, testimonials, and more.



### USTPO PATENT PUBLISHED

Application#	Publication Date
15/640,801	01/04/2018





# Advanced TV

Media Platforms

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## What

Advanced television is a digital technology that significantly changed television as it has come to be known during the 20th century. Unlike traditional television, Advanced TV Advertising serves ads to a profiled prospect rather than a program in which advertisers take a chance in estimating which programs will draw-in their prospects.

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## Why

The sight, sound and motion of video etches lasting impressions, but television advertising can be cost prohibitive and it's wide targeting is wasteful. With Advanced TV Advertising you'll reach in-market prospects, not everyone in your market, and they'll see your ad in their living room or mobile device when streaming video content on Hulu, FX Now, and hundreds more streaming services.







# Advanced TV

Sample Streaming Platforms

**FISHER  
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Powered by  COMETADS



**TREMOR  
VIDEO DSP**



# Advanced TV

Media Platforms

**FISHER  
DIGITAL**  
Powered by COMETADS

## STREAMING SAMPLE OF PREMIUM APPS / PLATFORMS

VOD / SET-TOP	NETWORK	MVPD'S	SOCIAL MEDIA
 COMCAST  effectv  Spectrum	 Discovery GO  bravo  HGTV  NFL NETWORK  MTV  HISTORY  NBC  A&E  TLC go  food network  TMZ	Multichannel Video Programming Distributor  YouTubeTV  sling  AT&T tv NOW  fubo TV  hulu	 YouTube  f  Instagram
ENTERTAINMENT			
 Solitaire	 pandora®	 WORDS with friends™	 Candy Crush SAGA



# Geofencing

with remarketing

## What

A geofence is a virtual perimeter for a real-world geographic area. A geo-fence could be generated as a radius around a point location, or a geo-fence can be a predefined set of boundaries (such as store locations, competitors, convention centers, neighborhood boundaries, etc).

## Why

Utilizing this technology, timely advertisements are served to prospective customers' mobile devices, triggered by them entering a geofenced area. Geo-fences can be drawn around your store to notify existing customers of promotions, or around a competitor's retail location to conquest new customers.







# Performance Tracking App

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DIGITAL**  
Powered by  **COMETADS**

## What

The FISHER DIGITAL CometAds Tracker aggregates all your digital time dashboard. Available on iOS for iPhones, and in the Google Play Store for Android devices, the app is also accessible without download via a web browser.

## Why

Digital moves fast. While our team always has a finger on the pulse, the FISHER DIGITAL CometAds Tracker App allows you to track digital campaign performance day or night. At the end of each month, a formal recap report is constructed and presented as a downloadable PDF.





# Video Content Marketing Program

## What

Digital video content advertising program for local La-Z-Boy Retailers.

- New and efficient way to reach customers
- Increases reach of the brand with 30sec videos
- Video content will feature Vendor, How To Use and DIY tips to drive retail sales
- Tailor made to deliver retail customization at scale.
- Program includes Vendor produced content, retail customization and retail digital media.

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## Why

- Having the best solutions to common household problems.
- Great home design ideas are everywhere and now you can easily find the best products and DIY ideas from your local La-Z-Boy retailers
- This integrated digital program will support local La-Z-Boy stores and feature trusted national brands available and supported by La-Z-Boy.



# First Contact Mail Program

digitally reinforced mailers

**FISHER**  
**DIGITAL**  
Powered by  **COMETADS**

## What

The Fisher Digital First Contact Mail Program identifies when a new homeowner moves into your market and automatically prints and mails a postcard to their home, welcoming them to the neighborhood with a promotional offer.

For a year following their move, the “introduction” is reinforced with digital display ads on Facebook, Instagram and the Google Display Network.

## Why

Consistency builds brands. A singular postcard may or may not arrive at the homeowner’s exact moment of need or when they have time to pay attention. The postcard starts the brand building with a tangible and physical card, and then keeps you top of mind, online, where people spend their time.







# Web Design

## What

We build web experiences that deliver on business goals. Our full-stack development team utilizes a suite of best-in-class web technologies, but can also work with existing environments and legacy code.

Have a vision for your company online? The Fisher Digital Web Development Team is here to show you the way.

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## Why

Brick and mortar or 100% online, your website is your storefront to the world. Every dollar spent on digital advertising and a majority of traditional advertising will send prospects to your website first, so it should go without saying that your website should be the best representation of your company, period.

Consumers expect it to be and immediately judge your company by your website.

