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## **Wayfinder Response Marketing off to Winning Start in 2007**

*Announces new clients and growing relationships*

(SAN FRANCISCO, CA) – February 13, 2007 – **Wayfinder Response Marketing** has been hired to launch or continue groundbreaking campaigns for *Red Herring*, *Irwin Home Equity*, *Presto* and *Neopost*. These successes follow on the heels of a remarkably successful holiday season for the innovative firm.

*Red Herring* hired Wayfinder to create awareness of Red Herring among media planners and buyers while changing perceptions of the brand. Wayfinder was chosen for its ability to create measurable results while building a brand, two important goals for Red Herring. Red Herring, Inc., founded in 1993, is a media company whose mission is to cover innovation, technology, financing and entrepreneurial activity. Its staff of award-winning journalists tells readers what's first, what matters and most importantly, why it matters.

*Irwin Home Equity* hired Wayfinder to re-brand the company and highlight its focus on employees and customers. Wayfinder was chosen for its experience in financial services and its ability to create both corporate communication programs and consumer-facing programs. Irwin Home Equity originates, purchases, sells and services a variety of home equity loans, lines of credit and first mortgages through direct-to-consumer lending and broker and correspondent partners.

*Presto* hired Wayfinder to help the company improve its sales effectiveness by testing media and messaging for the HP Printing Mailbox. The process started with consumer research to inform all of its marketing programs. Wayfinder was chosen for its structured approach to direct marketing and its ability to test, modify and improve results. Presto allows consumers to send email, photos, and content to people who don't have a computer or Internet connection.

Wayfinder also announced growing relationships with *Neopost*, an existing client who engaged Wayfinder in a multimedia campaign to inform its customers of upcoming postal rate changes. Neopost is the world's second largest provider of postal equipment and is committed to helping customers understand new regulations to minimize the impact of up-coming postal rate changes.

Wayfinder is a visionary and a leader in branded response, bringing years of measurable results to its clients through building their brands. Wayfinder works with companies and organizations that believe in their brand, value their customers and work diligently to show tangible results. Consequently, Wayfinder's clients represent a wide range of industries including business-to-business and business-to-consumer.

"Wayfinder has consistently shown their commitment to our business and their ability to produce results. Over the course of our relationship, we've come to rely on their marketing expertise more and more and I'm sure their new clients will do the same," stated Michael Garrison, Marketing Director, Neopost.

Wayfinder has a proven process for delivering and tracking results for clients, called *The Response Driven Marketing Sequence* (RDMS). The RDMS is used in each aspect of campaign development that can impact results: strategy, creative work, targeted media buys, testing, and most importantly optimization. Wayfinder tracks and measures all activity from raw response rates (click through, calls, mail back, etc.) to the financial impact of a campaign (ROI, sales, etc.). Wayfinder then analyses the results to direct and enhance future campaigns.

### **ABOUT WAYFINDER RESPONSE MARKETING**

Wayfinder Response Marketing is a *response marketing* agency that creates measurable campaign results while building brands. Wayfinder marries direct response principles with brand attributes to create Branded Response. Direct mail, email, billboards, banners and television are only some of the vehicles applied to direct response marketing. The name "Wayfinder" comes from an ancient Polynesian tribe that navigated expertly across the Pacific without modern navigational tools – Wayfinder Response Marketing helps clients navigate their way to measurable success. Wayfinder Response Marketing is headquartered in San Francisco, USA. More information about Wayfinder Response can be found at:

<http://www.wayfinderresponse.com/>.

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