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May 24, 2007

Non Profit Account Generates Life Changing Results

Wayfinder Helps Social Enterprise Create Jobs

(SAN FRANCISCO, CA) – May 24, 2007 – A recent campaign for Cleanerific, a social enterprise company created by Jewish Family and Children’s Service (JFCS), has generated an unusual type of benefit; improved lives for its employees.

Cleanerific was founded to improve the lives of its employees through well paying, stable jobs and benefits, while providing the highest quality cleaning and housekeeping services. The results of a recent customer acquisition campaign by Wayfinder have a direct link to the number of employees Cleanerific can hire.

“Results are coming in on the direct mail campaign and they are excellent! All in all, it is a great campaign and we could not be more pleased with the initial results,” said Michael Burke, Director, Cleanerific.

The campaign targeted property managers and real estate agents whose responsibilities include the evaluation and hiring of janitorial service providers. Wayfinder created a brand road map to consistently communicate the social, environmental and business benefits to using Cleanerific and communicated these benefits through a series of direct mail pieces.

The direct mail piece was to be sent to 600 property managers and real estate brokers in San Francisco. With only 25% of the pieces mailed, the results have been phenomenal. Cleanerific has increased their business by 15% month over month and created 3 new high paying jobs. “By the end of the campaign, we expect Cleanerific to have gained over 50 new clients, created 8 new jobs and increase sales by over 30%,” added Burke.

The campaign was centered around the tagline “A better clean for you. A better life for them,” and included three creative executions that were tested for effectiveness. The campaign generated leads from brokers and some of the Bay Area’s largest property managers who control the janitorial services for thousands of square feet of commercial property.

Wayfinder has a proven process for delivering results for clients, called *The Response Driven Marketing Sequence* (RDMS). The RDMS is a structured approach for examining every aspect of a campaign that will affect results and ensuring the ability to measure and report results.

Wayfinder worked with Cleanerific and the JFCS on a pro-bono basis because of the social contribution the JFCS makes to community. “It’s great to be in a position to use our skills to help an organization that’s changing the lives of others,” state Louis Briones, EVP Wayfinder Response Marketing. “And it’s great to see the campaign generate leads and customers,” he added.

Direct response is eliciting a measurable response from a targeted audience. Direct mail is only one component of direct response marketing. Wayfinder measures all activity from raw

response rates (click through, calls, mail back, and more) to the financial impact of a campaign (return on investment, sales, and so forth). It then uses that knowledge to direct and enhance future campaigns.

Wayfinder is a visionary and a leader in branded response, bringing years of measurable results to its clients and building their brands. Wayfinder works with companies and organizations that believe in their brand and that value their customers, yet need to show tangible results. Wayfinder's clients represent a wide range of industries, including consumer, business-to-business, and business-to-consumer. Wayfinder has an on-demand staffing structure – when workload grows Wayfinder can strategically scale to fit the client's needs.

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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