

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **The Design Channel builds on branding success for Trackmymail.com.**

*Agency creates two new ad campaigns for leading mail tracking service.*

WASHINGTON, DC/BALTIMORE, MD, January 20, 2007 — The Design Channel, a branding and integrated communications firm, has added two new campaigns to its breakthrough work for client, Trackmymail.com (TMM).

Trackmymail.com is a privately-held Maryland company dedicated to providing new, useful and user-friendly solutions for tracking mail throughout the postal system using USPS PLANET code technology.

Trackmymail.com solutions are entirely Internet-based and provide easy access to tracking results in easy-to-read reports.

TDC's initial branding efforts helped solidify TMM's position as the industry leader. Trackmymail is now capitalizing on their widespread brand recognition with a new TDC campaign that focuses on the re-seller market, mainly large direct mail houses and printers. TDC has also created a branding campaign around TMM products that utilize the USPS' new Intelligent Mail BarCode. The campaign integrates the BarCode into sci-fi visuals such as the landing lights of a UFO and is aptly titled, "There is intelligent mail in the universe."

"Our latest work for Trackmymail advances the company's goal of 'owning the market' and positions them as an industry thought leader in regards to the new Intelligent Mail BarCode. " says David Franek, president of The Design Channel.

The "Intelligent Mail" campaign was launched with great success at an industry show in March. TMM collected over three times the normal amount of leads at the show and the quality of leads far exceed previous trade show efforts.

With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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