

Press Release

September 15, 2003 - Release Date

Syska Hennessy Group's latest integrated direct mail campaign pulls 7%+ response rate and drives up Website numbers.

San Rafael, CA – Focus Design helps engineering firm, Syska Hennessy Group (Syska) make a dramatic 75th Anniversary Announcement! As the latest step in our comprehensive 2 year re-branding effort for Syska Hennessy Group, Focus Design's integrated direct mail campaign utilized traditional print and innovative online initiatives to garner some very impressive numbers and public relations coverage.

Using the firm's 75th Anniversary as a platform for dramatically depicting its history and current market leadership qualities, two key objectives were achieved: an innovative promotion of the Syska brand and a heightened awareness of Syska's overall capabilities by driving substantial traffic to its Website.

The campaign, launched through traditional print and direct mail channels, began with a 16 page brochure and letter from the Chairman encased in a uniquely designed mailer to reinforce the look and feel of the brand. This was followed by an emailing greeting delivered in a custom email template, guiding respondents directly to and through the Syska Website to a 90 second "featurette" promoting the 75th anniversary. This animated Flash Anniversary Program can be viewed at <http://www.syska.com/flash75.html>.

From an audience of approximately 3,500 potential and current clients, partners, professional organizations, and related industry specialists, the numbers were impressive: a 7%+ full response rate with over 45% opening the electronic email, with 67.4% clicking directly to the Anniversary program, and 32.6% to the Syska Website itself. The third objective, public relations, resulted in Syska being included with three other major firms in a "Staying Power" feature article in one of the leading industry trade publications, *Consulting-Specifying Engineer*.

Established in 1997, Focus Design is an award winning design and branding communications firm that develops strategically-driven design and advertising solutions for consumer and business-to-business applications. Working within an interdisciplinary framework, Focus provides exceptional creative work in marketing strategy development, identity, print design, advertising, packaging, direct response, Web and exhibit design – all directed towards building greater awareness for our clients' brands.

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