



## Flexible, In-House Personalization and Direct Marketing Solutions

Unlike some of our competitors who claim to provide comprehensive services, we aren't brokers for a myriad of sub-contractors. The huge majority of our work is done at our facility by our own employees.

We are also flexible by design. Large and diverse enough to imagine, produce and deliver successful, multi-faceted projects on a national scale, we are also small enough to care and take ownership of each program we handle. Either way, when you work with us you are never just a project or quantity, you are our partner.



## Personalized Products & Services for Loyalty & Membership Programs

1•2•1 Marketing Services Group, Inc. (1•2•1 MSG) was founded in 2000 as a fulfillment house specializing in highly complex personalized fulfillment kits with plastic cards. Since then, we've added a wide range of capabilities to support the loyalty club and membership programs that are our core business.

Our name – 1•2•1 Marketing Services Group – was chosen to reflect our philosophy of personalized marketing to a segment of one. At 1•2•1 MSG, clients' needs drive everything we do. Everyone in the production process – beginning to end, top to bottom – has a vested interest in each client's success. Sure, our corporate culture of ownership and "can do" attitude is reinforced by our midwestern work ethic, but in the end it comes from our emphasis on the value of each person in the chain... which connects directly back to our clients.

*1•2•1 MSG is a family-owned business with a wide array of in-house capabilities to support loyalty and membership marketing.*

*Partner with us and extend your marketing reach.*



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LOYALTY & MEMBERSHIP PROGRAMS



PLASTIC CARD PROGRAMS



FULFILLMENT MAILING & LOGISTICS



DIRECT MARKETING

JetBlue TrueBlue Program

## Program Services

Our experienced account staff has planned, launched and managed loyalty and engagement programs across many different industries interacting with audiences around the world. This in-house expertise allows us to take on complex and unique programs others cannot. Our familiarity with the important touch points crucial to the success of any program translate to time- and dollar-saving efficiency for our clients with...

- **LOYALTY & MEMBERSHIP PROGRAMS**
- **PLASTIC CARD PROGRAMS**
- **DIRECT MARKETING PROGRAMS**

## À La Carte Services

Our diverse mix of membership program support services can handle a wide range of customer engagement needs on a one-off basis.



### PLASTIC CARD PRODUCTION

Foil emboss, thermal and high-speed inkjet



### INFORMATION TECHNOLOGY

Complex database management and maintenance



### FULFILLMENT, MAILING & LOGISTICS

Full-service lettershop, in-house mail services



### PRINT PRODUCTION MANAGEMENT

In-house digital press, vendor management



### PICK & PACK SERVICES

Fast, reliable storage, packaging, and shipping



### BRANDED AD SPECIALTIES

Personalized clothing and premium items



### CREATIVE SERVICES

Original design and fulfillment prepress support

# We help loyalty programs connect with members... wherever they are in their customer journey.

At 1•2•1 MSG we've executed global loyalty programs similar to **JetBlue's TrueBlue Program** for over 20 years. We are focused to provide robust, personalized support for every touchstone in the customer experience life cycle.

**ACQUISITION** We can help the **TrueBlue Program** reach potential members with...

- Personalized direct mailings
- Promotion support
- POP displays, banners & signs
- Collateral resupply

**ENGAGEMENT** We provide top-shelf service to ensure that programs run smoothly, with particular emphasis on elite tier management. Regardless of where your customer is in his or her **TrueBlue Mosaic** journey, we focus on the 1-2-1 engagement details so you don't have to. We provide...

- Daily new and existing member card issuance
- Personalized program newsletter production
- Promotional campaigns to drive member activity
- Scheduled promotional direct marketing
- Engagement initiatives to enhance membership stickiness

**RECOGNITION** We're very sensitive to sustaining and enhancing the special relationship you've built with your best customers. At 1•2•1 MSG we are experts in the "special" hold-it-in-your-hand presentation of elite level recognition. From personalized membership credentials to recognition gifts to creative packaging/delivery options, we can do it all.

**TRUE  
BLUE** | **jetBlue**



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