

FOR IMMEDIATE RELEASE

MODERN POSTCARD® WINS BRONZE FROM THE 38TH ANNUAL TELLY AWARDS

Considered the non-broadcast equivalent to an Emmy®, The Company is honored to have received recognition from the creative industry for its new online video collection.

CARLSBAD, Calif. (July 18, 2017) – Modern Postcard®, leader in direct mail and quality promotional printing for over 20 years, recently won a bronze Telly Award in the business-to-business category for its freshly-launched online video, “Direct Mail Marketing Drives Business.” You can view the award listing [here](#).

“One of the greatest values we provide to our clients is our expertise in all things direct marketing. Videos provide us a platform to share some of that knowledge in a quick and convenient manner,” Jeanine Norlin, Senior Marketing Manager at Modern Postcard said.

Similar to an Emmy Award, the Telly Awards are the “premier award honoring the best in TV and Cable, Digital and Streaming, and Non-Broadcast Productions” per tellyawards.com. There are two award categories – bronze and silver – with bronze honoring smaller productions and silver honoring large, high-budget productions. Founded in 1979, the Telly Award platform was launched to strengthen the creative industry and promote the work of small to large film production companies, ad agencies, marketing teams and more. Each year, the Telly Awards receive more than 13,000 entries on average from all 50 U.S. states and 5 continents.

In collaboration with local studio [Desert Bay Productions](#), Modern Postcard’s marketing team and key department heads worked through the planning, filming, editing and post-production phases to launch 8 promotional and educational videos covering the following topics:

1. [Modern Postcard Overview](#) – expert printing and direct mail marketing (Telly winner)
2. [Direct Mail Crash Course Overview](#) – overview of educational seminar and how to attend
3. [Planning](#) – direct mail best practices and planning campaigns overview
4. [List and Data](#) – direct mail best practices with list and data services overview
5. [Creative](#) – direct mail best practices with creative services overview
6. [Printing](#) – direct mail best practices with printing services overview
7. [Mailing](#) – direct mail best practices with mailing services overview
8. [Tracking](#) – direct mail best practices with tracking overview

“From the first planning session to filming to final edits, we kept one objective top priority for our videos – quality. It was paramount to the team that we create videos with high production value and quality that reflect our brand and the level of service we provide to our clients. Winning a Telly Award validates all of the hard work. It is an honor to be recognized by the industry for meeting the highest standards of online video excellence” Norlin said.

“The one thing I can’t stress enough is to work with the best production company you can find,” Keith Goodman, VP of Sales and Marketing at Modern Postcard said. “Leslie Peters and Desert Bay Productions were the key to not only winning the award, but more importantly, creating a set of videos that truly communicate our message, engage viewers and ultimately drive response. Partnering with Leslie and her team was a great and enjoyable experience.”

PRESS RELEASE



All videos can be viewed and shared on the Modern Postcard [vimeo.com account](#).

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company's state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit [modernpostcard.com](#).

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