

## Case History



**Client: Comp-U-Card International**

**Service: Online Shopping**

The year was 1983, the Internet was a tool of the military and the CIA, and the World Wide Web was only a dream, but tens of thousands of early-adaptors had those wonderful new personal computers with names like *Commodore*, *TRS 80* and *Apple* (the *Mac* would come a year later), and they were online with services such as *The Source*, *Compuserve* and *Prodigy*.

In those early days, content surely was king, and the folks online were desperate for something to do. CompU-Card International had a highly successful discount shopping service and believed that these folks who were online had to be a great audience, and they were. Our direct mail campaign brought great responses, fabulous "Free Trial" numbers and incredibly poor paid conversions.

**You've invested a lot of money in your computer system—here's your chance to get it all back, and much, much more...**

**Try Comp-U-Store for 3 Months Absolutely FREE!**

Everything you need to start saving right away is in your Membership Kit — and it's waiting for you right now.

In it you'll find everything you need to help you take advantage of Comp-U-Store's low, low prices — including an easy-to-read, simple-to-use Users Manual that will answer any question you may have.

Try it in your own home for up to 3 months, absolutely free!

For your new Membership Kit mail your card today.

Use your home computer and start saving the Comp-U-Store way.

**WANT FASTER SERVICE? Call right now—Toll Free 1-800-243-0266**  
(Ask for Comp-U-Store Membership)  
(In Conn.—1-800-942-3315)

**Now, you can use your computer to help you SAVE UP TO 40%, or more on your choice of the best-known, most-trusted name-brand products.**

**comp U store**

A Service of Comp-U-Card International, Inc.

CUBB

### Tri-Fold Brochure: Outside & Inside Panels

#	Categories
1	Appliances
2	Cameras & optical equipmt.
3	Cars & car stereo
4	Flatware & crystal
5	Luggage
6	Sporting goods
7	Stereo & audio equipment
8	TV & video equipment
9	Other electronics
10	Miscellaneous

Code	Product
TVAC	TV accessories
TVCA	TV case/cam access
TVCM	Video cameras
TVCR	Video cassette recorders
TVDK	Video disk players
TVGM	TV games & cartridges
TVSN	Television
TVSY	TV component systems
TVTP	TV blank tape

Television	
Mfg: PANASONIC	Model: CT9082
List: 729.95	Strip
*FDC: 479.67	Color: WL
Save: 250.28	
Description	
19" COLOR PORTABLE TV WIDETACHABLE REMOTE CONTROL FEATURES 134-CHANNEL CABLE CAPABILITY, LED CHANNEL DISPLAY AND ELECTRONIC TUNING. SIMULATED WALNUT FINISH CABINET Want to order? (Y or N)	

You'll be amazed at how easy it is to save money the Comp-U-Store way; here's a brief example. Let's say you're looking for a new TV. Simply "Log-on" to your network, bring on-line the Comp-U-Store main menu and select "Shopping & Ordering." That's all there is to it — you'll then see the screen above come up on your monitor. You want a TV, so just press "8" on your keyboard.

Now the fun really begins. You're about to see the most "user-friendly" database system you could ever imagine. You want a TV, so in Product Type you enter TVSN. Have a favorite manufacturer? Let's say Panasonic — Enter PANASONIC— No Preference? Enter NP. You know the model #, type it in — if not, go on and select the features you want . . . Color/Remote Control/19"/etc . . . Have any questions? Type in HELP — and the system will tell you. Then tell Comp-U-Store where you want it delivered, and the highest amount you want to spend. (Just think about how this will help you when you're shopping for a gift.)

Comp-U-Store will then display on your screen all of its available TV's that fit the specifications that you selected. Don't like any of those? Go back and change your specifications until you find the model — and the price — that's just right for you. No inexperienced sales clerks, no driving all over town; just fast, helpful service. Then, you can order directly from Comp-U-Store at our low, fully delivered price, or use the information to get the best price at your local store.

\*Fully delivered cost

**That's all there is to it, but Comp-U-Store offers much, much more...See inside for details.**

Consumers loved the idea, but shopping online with a 1200 baud modem (the fastest at the time) on a black screen with green or white type (color monitors were rare and averaged about 7.5 inches, about twice the size of the current *iPhone* screen) was infuriatingly slow.

Of course the client blamed our direct mail test program, not their market timing, and tried another agency, that agency failed to even match our front-end results, and that was the end of Comp-U-Store.

Fifteen-years later came the dot com revolution and all those can't miss concepts that generated billions in IPO's, and failed just as quickly by ignoring the basic rules of consumer marketing.

## JUST LOOK AT ALL THE ADVANTAGES AND BENEFITS YOU'LL HAVE WHEN YOU SHOP THE EASY, MONEY-SAVING COMP-U-STORE WAY...

1

**You'll "shop" at your convenience!** Comp-U-Store is "open-for business" 24 hours a day — 365 days a year. See a "good deal" advertised on the late movie, log-on to Comp-U-Store and see if it really is the "best deal."

2

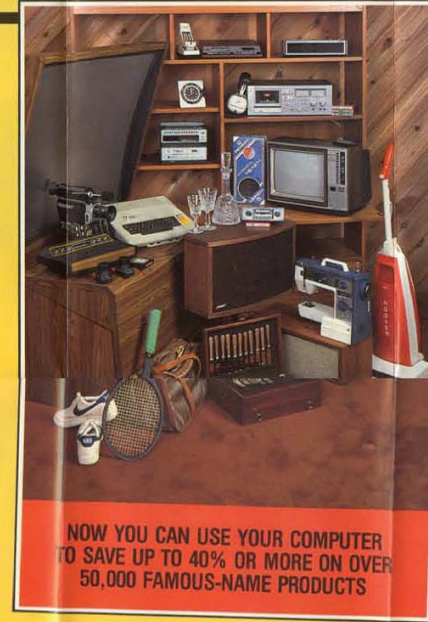
**You'll choose from the widest selection of products** — products are ready to be delivered right to your front door.

3

**You'll save money every time you buy through Comp-U-Store.** Paying "List" price will be a thing of the past, and we will always make sure that the low Comp-U-Store price is the very best price.

4

**You'll save if you never buy through "Comp-U-Store."** Log-on to find the exact item you want — that will save you time. Then, use the exact model # and get the "best price" at your local store — that will save you money. Saving you time and money is what Comp-U-Store is all about.



5

**You'll shop in full confidence.** Every product you buy comes to you in factory-sealed cartons with **full manufacturers' warranties** in force. And, if you should ever need assistance with service call us — on our **TOLL-FREE SERVICE HOT LINE.**

6

**You'll never have any unpleasant surprises.** The price you see on your screen is the **fully delivered price**, including applicable sales taxes. No extras, no hidden charges.

7

**Shopping will always be fun.** No driving all over town, no crowded parking lots, no inexperienced sales clerks, no turning the family car into a delivery truck. With Comp-U-Store you'll have shop-at-home convenience, low, low prices, and delivery right to your front door.

8

**Sometimes, shopping will even be fun.**  
**Data Basement** — Everybody loves a bargain, but nobody loves the pushing and showing. In Comp-U-Store's Data Basement you'll find the same incredible "limited-time-only" prices, but none of the crowds.  
**Comp-U-Stakes** — Each week, selected items are put up for bid. In this great game our members match wits to see who can bid high enough to win yet low enough to buy an item at a once-in-a-lifetime price.

9

**You have nothing to lose.** This special offer lets you try Comp-U-Store in your own home or office, and our Guarantee insures that it will be everything we say it is or it will cost you nothing.

**START SAVING TODAY ▶**

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