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GráficaGroup's Media Campaign Curbs Cancellations and Attracts New PSEG WorryFree Customers

Chester, New Jersey (August 10, 2009) – Under the constraints of a strict budget, GráficaGroup was able to successfully curb PSE&G WorryFreeSM contract cancellations that had accelerated during the downturn in the current economy. GráficaGroup used PSE&G's data to create a highly effective, targeted campaign of prominent front-page and second-page strip ads in the Newark *Star-Ledger* and Bergen County *Record*.

The creative material was based on actual customer testimonial videos attained at a recent WorryFree event and showcased the value PSE&G WorryFree contracts provide, especially in a down economy. Ads also directed customers to customer videos displayed on www.NJ.com and www.NorthJersey.com to reinforce the value of coverage to existing customers and to attract new customers. The dual approach of print and online media assured that the messaging reached both non-Internet users and the more technically savvy customer.

The campaign ran from April 26 through July 3 and, as a result, awareness (determined through Web site page views) more than doubled and contract cancellations fell by 50 percent. “GráficaGroup is all about the results! The success of this campaign, combined with the relatively low cost per acquisition, led to the development of a follow-up campaign to be initiated in November and December of 2009,” says Debra Taeschler, President and CEO of GráficaGroup.

About GráficaGroup

GráficaGroup is an award-winning, full-service, direct response marketing firm that enables businesses to engage customers and prospects more effectively at each touch point throughout the purchase cycle. The agency specializes in integrating both online and traditional media channels to achieve greater marketing efficiencies and to enable marketing campaigns to be continually measured and optimized.

GráficaGroup works with mid-sized to FORTUNE 500 B2B and B2C companies such as: AT&T, Century 21 Real Estate LLC, Horizon Blue Cross Blue Shield of New Jersey, Jackson Hewitt Tax Service, KPMG LLP, Morgan Stanley, Ortho-Clinical Diagnostics, PSE&G, Trane, and Wells Fargo Home Mortgage, among others.

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