

## Direct Response: Self-Mailer Campaign – Delmarva Power



**Convert to natural gas heat before your oil heater has its final breakdown.**

**■** If you've been mulling along your aging oil heater because you think you can't afford to replace it, here's something to think about.

**Our financial incentives let you enjoy healthy savings when you convert to natural gas.**

Delmarva Power offers you a number of different options that make converting from oil to natural gas easy on your budget. You can get a \$200 rebate or take advantage of the low 6.9% Annual Rate Percentage financing available from Bank of Delaware for qualified borrowers.

Of course once you convert to natural gas your heating costs could drop as much as 30%. We even offer a maintenance contract for the first year absolutely free.

**Natural gas heat saves you trouble as well as money all year round.**

Heating your home with gas is far more convenient than using an oil heater could ever be. After all, you never have to schedule fuel deliveries or concern yourself with annual maintenance calls. And maintaining a gas heater is less expensive than fixing an oil one. Best of all, your household


budget won't be affected by a sudden increase in oil prices.

**And natural gas is cleaner than oil.**

So you spend less time and energy cleaning your home and furnishings. Your house will not only look cleaner but smell cleaner, too.

**Find out more about how natural gas makes heating your home, easier, cleaner and more economical.**

Send for your free copy of our brochure — "Gas Is A Natural For Heating" by mailing in the coupon attached below, or call 464-4262 today. Because curing your heating problems with natural gas is a very effective prescription for saving money, time, effort and your peace of mind.



**Delmarva Power**

**Client:** Delmarva Power - Gas

**Objective:** To get people with old oil heaters to convert to gas heat.

**Strategy:** Send a series of direct response self-mailers that would provoke attention and convince home owners with oil heaters to switch to gas. Each mailer addressed a different disadvantage of oil heat – old heaters take a lot of care, they're expensive and much dirtier than gas.

**Results:** Campaign got a lot of interest and Delmarva increased the number of gas furnaces in the area. The campaign also won several gold awards.