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+61 2 8064 7276

## Identity Direct by Ortega

Ortega Publishing began operations in 1991 as an Australian owned consumer products company that specialises in the manufacture and marketing of unique, personalised products.

The Company sells a wide range of personalised names and address labels, personalised poems and personalised clocks. These unique products are marketed in Australia and New Zealand. Identity Direct is a new consumer brand created within the Ortega Group. It has complementary offerings including many new unique and mostly personalised products such as iron-on clothing labels, vinyl labels, personalised pens and pencils and much more for the home, school and pre-school markets.

All records are cash-with-order purchasers. The major segments are;

### General Merchandise Purchasers

Direct response buyers who have purchased personalised products for the children they love. The majority of new names are generated in pre-Christmas activity between the months of August and December. Purchasers of these products are predominantly female. Products contained within this segment are;

- My Adventure books are personalised children's story books for children aged 2-8 years. Each story incorporates the child's name, address, friend's name and more.
- Name Poems utilise each letter of the child's name to create a personalised poem. Aimed at children 0 - 7 years.
- Name Clocks are targeted at parents and grandparents of children aged 2-10 years. Each clock integrates the child's name with their favourite Disney and Ortega characters.
- Identity Direct purchasers are direct response buyers who have purchased personalised products or gifts. The extensive product range includes; growth charts, iron-on clothing labels, book labels, vinyl labels, personalised lunch boxes, pencils, pens and much more.

### Labels By Mail

This segment is made up of direct response buyers who have purchased personalised name and address label products. The flow of new names generated occurs right across the calendar year.

Purchasers of these products are predominantly female.

LIST DETAILS	
Quantity	865000 (AUS) 87000 (NZ)
Selections	State Postcode Recency Gender Product Segments General Merchandise Labels by mail
PRICING	

**The List Group** - Direct Marketing List Management & Brokerage

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Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.
Terms & Conditions	<p>List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

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