

## ABOUT DMCM

(note 1<sup>st</sup> & 3<sup>rd</sup> click throughs below should go to DMCM's email inquiry form with the 2<sup>nd</sup> one going to 'Work' section)

At DMCM it's all about results! DMCM provides consultancy and campaign management to companies requiring implementation of marketing and direct response campaigns usually due to their own lack of either:

- Expertise (in direct response strategy and tactics and creative)
- Resources (simply don't have the staff to implement campaigns)

To tap in to DMCM's expertise and resources click here. **MORE** ▶▶▶

DMCM was set up by Peter Whelehan who holds an honours degree in Psychology and postgraduate DBS (in Marketing) from the Smurfit School of Business and postgraduate Diploma in Direct Marketing.

He worked in the direct marketing industry in Australia before returning to Ireland. He held senior positions in some of Ireland's leading agencies and worked on numerous campaigns that have won awards both in Ireland and internationally.

Peter has served on the board of the Irish Direct Marketing Association and is also a founder member of the Young Direct Marketing Association. He has taken part in debates, lectured, spoken at the National Marketing Conference and the IDMA Annual Congress. He has also spoken on marketing related topics on both local and national radio and is a regular contributor of articles to trade magazines.

In 2013 DMCM won more Integrated Direct Marketing Awards than any other Agency in Ireland! **MORE** ▶▶▶

Click here to get in touch. **MORE** ▶▶▶

## AREAS OF EXPERTISE

(Link 1 to inquiry form, link 2 to briefing template & link 3 also to inquiry form)

Experts and specialists in every aspect of direct marketing and direct response consultancy and campaign management including:

- Acquisition and retention
- Customer loyalty
- Relationship marketing
- Digital marketing
- Direct response advertising
- Media planning and buying
- Response-driven sales promotion
- Ancillary services include: Event management, Sponsorship, Telemarketing, Sourcing, Incentives

DMCM offers a FREE CONSULTATION to new prospects including a reduced rate preliminary proposal action plan.

To set up the free consultation, just click the link below to drop us an email. **MORE** ▶▶▶

Or you can access DMCM's briefing template and fill it out here to help focus your thoughts. **MORE** ▶▶▶

If you want to find out more about DMCM's services and areas of expertise then let us know by clicking on the link below to send us an email. **MORE** ▶▶▶

## TESTIMONIALS

(Please note that this should link through from “WHAT CLIENTS SAY” section on home page and also from the quote & logo in middle of home page with the heading TRUTH)



Peter

worked with us on the HARP lager brand, managing the brand's RM and Digital programme at a time when we needed extra resource. He got up to speed on Diageo processes extremely quickly and working with our agency partners delivered outstanding creative on time and within budget. Peter's key strengths are his flexibility, his superb understanding of RM processes, his high standards and of course his friendly and positive attitude. He was a key part of the brand team during this period and was able to deliver results with very little direction.

**Sarah Douglas, Harp Marketing Manager, Diageo Ireland.**



I was a client of Peters' Direct Marketing Consultancy, DMCM, for 4 years while at General Motors. Working with Peter was always a pleasure – his interpretation of the brief is spot on, as is his ability to identify a targeted database and to deliver projects to the highest creative standards, on time and within budget. Peter's business model allows him to act like an in-house DM department – an invaluable service for a large company with a small marketing department. I recommend Peter's services to anyone who wants to build their business through outstanding direct marketing.

**Ms. Emily Holland,**

**Marketing Manager, Opel  
Ireland/General Motors  
Ireland.**



Over the past two years, working with DMCM on DM campaigns was a pleasure. I found Peter to be dedicated, focused, creative, highly efficient and with a great attention to detail. I look forward to working with DMCM on future campaigns.

**Ms. Vari McGreevy,  
Director of  
Marketing, Radisson SAS  
Farnham Estate.**



Peter was employed by the Brand Management Unit in AIB Bank. He joined the Project Implementation Team that was responsible for the communications rollout for the introduction of Chip & Pin Debit and Credit Cards. Peter was a great asset to the team. He paid great attention to detail and had excellent project management and interpersonal skills. His experience in direct marketing meant that he was able to 'hit the ground running' and have an immediate impact on the team.

**Ms. Joanne Lee, former  
Head of Brand  
Management Current Head  
of Consumer PR & Internal  
Communications, AIB.**



Peter has been leading the Relationship Marketing plans for one of our brand. He has taken full ownership and responsibility for our RM Programme and partnered very successfully with our agencies on behalf of Diageo to lead the RM agenda for Harp and launch Harp Ice

Cold by delivering great communications on time and within budget. Peter is a great asset to any business in the area of Direct Marketing, be it to work with existing teams and resources or take on full responsibility for driving RM communications himself.

**Ms. Asta Lund, Digital and Relationship Marketing Manager, Diageo Ireland.**



I have worked with Peter on several different projects and he manages to interpret the brief very well and deliver interesting and targeted campaigns on time and within budget. I would definitely recommend DMCM to any organisation looking for a cost effective, creative and efficient service.

**Ms. Susan Dempsey,  
Regional Marketing  
Director, Icon Clinical  
Trials**

## CLIENTS

**PLEASE USE LOGOS ON CURRENT WEBSITE (IN 'CLIENTS' SECTION)**

Then add these new logos: Volkswagen Bank, SEAT Ireland, Skoda, Acorn Life, Origina.

*(Links on bottom of this page should be to testimonials section and to inquiry form)*

The only text on this page now will be a line above the logos reading:

Below is a list, past and present, of some of DMCM's clients:

(mosaic visual of all the logos)

To find out what some of these clients have to say about DMCM click here.

**MORE ▶▶▶** or if you'd like to hear more about specific campaigns get directly in touch now. **MORE ▶▶▶**

## JOBS

(both links on this page are to inquiry form)

### **DMCM's search for freelance creative direct marketing experts**

We need to be in touch with the very best direct marketing creatives. Ideally experts who have a minimum of two to three years experience in creative response-driven direct marketing (but the more experience the better).

If you have expertise in any of the following areas get in touch:

- Direct marketing concepts
- Response-driven design
- Direct marketing copy
- Project/campaign management

Be warned! You must be good with people and know direct marketing backwards.

If you're interested in finding out more then please let us know immediately. **MORE** ▶▶▶

### **DMCM wants to work with the very best people and companies**

DMCM sometimes relies on outsourcing of work to third parties, so we need to be in touch with the best suppliers in the market. We need to know which suppliers are working at the cutting edge, what they're doing, which ones are the most competitive and who gives the best service.

If you're a supplier to the direct marketing industry then let us know who you are, what you do and why we should be working with you.

**MORE** ▶▶▶