



**adfinity**  
endless ideas

**Sprouting bright ideas even  
in the dead of winter!**



**ENDLESS IDEAS BOOK**  
Winter 2014

**Challenge:** Billboards in your area are very expensive or not available in the right locations.

**Solution:** Create your own mobile billboard by wrapping your cars or vans with custom graphics.



*When Remembrance Services began offering its Pet Passings pet cremation service, it purchased a service van for picking up pets. We designed this full wrap to communicate warmth and empathy.*

You want to use one of the most effective means possible of reaching a wide audience and improving name recognition and brand awareness—billboards. However, some markets are quite expensive, and others just do not have billboards in the right locations.

Even when billboards are available and within budget, wrapping a car or van is an inexpensive way to supplement your brand-building campaign on a long-term basis.

*Florida Mortuary Funeral & Cremation Services implemented an in-home arrangements service and purchased a car for its planning coordinator. Since this car would be on the road for business purposes, we designed a wrap that promoted the in-home services as well as the brand in general.*



As more of our clients have focused on differentiating cremation services—whether or not they operate a crematory—cremation guarantees have arisen as a great way to provide reassurance, build trust, and separate themselves from their competition.

If you have a crematory and your competitors do not, offering a guarantee and security process will help you rise even further above your competitors. This can also help separate you from the pack when other competitors also have a crematory.

If one or more of your competitors has a crematory and you don't, offering a guarantee and security process will help you compete better with them.

B. C. Bailey Funeral and Cremation Services took this concept a step further. Not only did it develop its Trustworthy Cremation Guaranteed seal, but it publishes its 8 Steps to Peace of Mind flyer to further promote the security process.



## Trustworthy Cremation Guaranteed

### 8 STEPS TO PEACE OF MIND

Here at B.C. Bailey Funeral and Cremation Services, we are proud to provide safe, secure, and trustworthy cremation services—guaranteed. To offer families the ultimate peace of mind, we follow a stringent 8-Step Cremation Process. If you have any questions about any of these steps, do not hesitate to ask us.

- Step 1: Full Proof Tracking System**

To ensure that your loved one remains safe and secure throughout the cremation process, we use a high-tech tracking system. As soon as your loved one arrives at our funeral home, we assign them a personal identification number. This number is marked onto a metal tag and tagged into our computer tracking system, and we place a personal ID bracelet on your loved one. This allows us to track every phase of the cremation process—from the standard post-mortem intake and care to the cremation we return them to you.
- Step 2: Identification and Viewing**

Positive identification is a critical step that we require before each and every cremation. After our staff prepares your loved one in a gown for the viewing of your choice, we will ask you or a family member able to confirm your loved one's identity. You may also use this time for a family viewing, which will give you a chance to say goodbye before the cremation. If you do not wish to participate in this step, we will ask you to provide us with a complete photo ID so our staff can identify your loved one.
- Step 3: Thorough Documentation and Paperwork Review**

Our professional staff will handle all the paperwork to ensure permits, authorizations, and other forms have been properly documented. We will quickly obtain the signed death certificate and cremation authorization to begin the cremation authorization. Our technicians of our staff will review all this paperwork to confirm absolute accuracy.
- Step 4: Careful Transfer to the Crematory**

Once all of the paperwork has been completed, we will safely transfer your loved one to our crematory. One of our funeral directors will check your loved one into the crematory, where they will receive a second identity upon transfer. The crematory staff will record the date, time, and name of the funeral director in charge of your loved one's transfer. At this time, the crematory's licensed funeral director will meticulously review all of the paperwork and verify your loved one's identification bracelet before the cremation.
- Step 5: Safeguarding the Cremated Remains**

After the cremation is complete, the crematory funeral director will verify the personal identification number again. Then he or she will place your loved one's cremated remains into the urn of your choice along with the optional good fitting. We then file the cremation paperwork in our permanent records.
- Step 6: Delivery to the Family**

After the cremation, we will contact you and schedule a time for you to receive your loved one's cremated remains. We can deliver the urn to your home or, if you prefer, you may come to the funeral home where we will provide a cheerful and comfortable waiting for you to receive the urn.
- Step 7: Arranging a Meaningful Tribute**

Many families are unable to visit a crypt or plot that their loved one held a service with a cremation, but this is absolutely service. Our caring staff can help you create an obituary-like service that reflects your loved one's unique life. Whether you want to hold a memorial service at the crematory, a traditional cemetery, at your church or on a funeral chapel, an airport Celebration of Life (or an intimate gathering here for the family), we will handle all the details for you.
- Step 8: Scattering or Permanent Memorialization**

When it comes to the final disposition of cremated remains, the options are practically endless. You may choose to keep your loved one's remains in an urn and display it in your home or return the urn to a memorial or columbarium. Alternatively, you may choose to send the urn as a family burial plot or place it in a special urn garden. You may also choose to scatter the cremated remains in places that was special to your loved one, such as a mountain top, garden or the beach. You could even have your loved one's cremated remains placed on an ornament or turned into a diamond.

Whatever you choose, the Bailey family and our caring staff is here to assist you, every step of the way.

**B.C. Bailey**  
FUNERAL AND CREMATION SERVICES

277 South Elm Street • Wallingford, CT 06495  
(203) 269-4030  
www.bcbailey.com

A glowing lightbulb with a green tree growing inside it, symbolizing an idea or a meaningful tribute.

**Challenge:** You'd like to differentiate your cremation services from your competition.

**Solution:** Develop a cremation identification guarantee and cremation security process.

A reputation for *Excellence.*  
A commitment to *Value.*

Specializing in Cremation Services Exclusively Since 1983

You turn to a specialist when you have a medical issue. You turn to a specialist when you have electrical problems. Turn to a specialist for cremation planning a cremation process you won't be disappointed in.

When it comes to choosing a funeral home, you want to take your loved one to a place you can trust, but in economic times like these, you may be facing a budget. At Cremation Society of Oklahoma, because we specialize in cremation exclusively, we offer you both simplicity and affordability all in one place.

Register your cremation wishes

Your Cremation Planning Guide

*It's easy!*

Learn how to arrange a simple cremation with our free cremation planning guide. Receive yours today by calling 1-800-994-7337 or log on to: [TulsaCremation.com](http://TulsaCremation.com).

**Cremation Society of Oklahoma**  
A Pioneering Authority Since 1983

2103 E 3rd Street, Suite 101, Tulsa, OK 74104 (918) 599-7337

9120 S Toledo Avenue, Suite 100, Tulsa, OK 74137 (918) 499-8787

800-994-7337 | [TulsaCremation.com](http://TulsaCremation.com)

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The Cremation Society of Oklahoma has undergone a branding transformation over the past two years. Part of this process included focusing on cremation security.

The Cremation Integrity seal is now located on all of the Cremation Society of Oklahoma's print materials, website, and advertising as part of its brand.

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CREMATION INTEGRITY GUARANTEED

**Challenge:** You want to raise awareness within a specific neighborhood or part of town.

**Solution:** Send a direct mail piece using the USPS Every Door Direct Mail (EDDM) program, which enables you to target your marketing message in every mailbox on specific mail routes or entire zip codes.

**CREMATION SERVICES THAT MAKE YOU FEEL *secure*. PRICES THAT MAKE YOU LOOK *smart*.**

**Over 20 years of affordable services.**

Florida Mortuary—  
The only funeral home in Tampa with an on-site crematory.

**Now open in New Tampa!**

**BUSINESS REPLY CARD**

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

**You can trust our family to care for yours.**

John E. Loyless, Owner of Florida Mortuary Funeral & Cremation Services and Loyless Funeral Home in Land O' Lakes

**Affordable Cremation and Burial Packages**

Take the time to make arrangements in advance and gain these advantages:

- **Guaranteed** prices, frozen at today's cost
- Making decisions **together**
- **Protecting assets** from long-term care and illness.
- Eliminating emotional **overspending**
- **Affordable** payments

Request this **FREE INFORMATION** today and take care of your loved ones.

**FLORIDA MORTUARY**  
Funeral & Cremation Services  
by John Loyless

**Chapel & Crematory**  
4601 North Nebraska Ave.  
Tampa

**Arrangement Center**  
19651 Bruce B. Downs Blvd. #2-E  
Tampa

(813) 237-2900 (813) 991-7500

**FloridaMortuary.com**

**Now open in New Tampa!**

**RETURN THIS CARD FOR FREE INFORMATION ON OUR ARRANGEMENT SERVICES.**

I would like more information on:

- Direct Cremation Package
- Other Cremation Packages
- Burial Packages
- Veterans Benefits & Services
- Catholic Cremation Options

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

This mailer is intended for general distribution. Should it reach your home at a time of bereavement or recent death, or if it offends you in any way, please accept our apologies. If you have previously prearranged, and applied your benefits, and we ask that you pass this offer along to someone who you think would benefit from it.

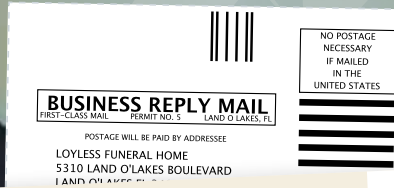
When Florida Mortuary Funeral & Cremation Services opened an arrangement center in a new area, we created a postcard promoting preneed with a business reply card attached. It also featured an announcement about the new center. Then, we selected a series of mail routes around the arrangement center and had them delivered over a several-week period.

Maybe you are opening a new facility and want to make sure everyone nearby knows you're now in their community. Or, maybe one of your competitors is opening up in an area that typically comes to you.

Instead of trying to buy a mail list, use the USPS's Every Door Direct Mail program. This program enables the selection of a whole zip code or specific mail routes on a map to ensure you're mailing to exactly who you want to.

## REMEMBER THAT CRAZY FAMILY REUNION?

*Do you really want them to plan your cremation or funeral?*



Make sure they know what your final wishes are; and protect them at the same time.

Yes, I'd like more information on....

Preplanning       Cremation options  
 Transferring existing prearrangements       Veteran plans & benefits  
 Funeral options

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

**Preplan today.**

**VETERANS:** We can also help ensure you get the benefits you deserve!

PLEASE FILL OUT THE CARD FOR MORE INFORMATION ABOUT OUR PREPLANNING SERVICES.

WE CAN ANSWER ANY QUESTIONS...  
 If you have never discussed prearranged memorial services or funerals, chances are you have many questions. Let us help. Mail the attached card today or call us to discuss your options.

**LOYLESS FUNERAL HOME**

5310 Land O' Lakes Blvd  
 Land O' Lakes, FL 34639  
 (815) 996-6610  
 LoylessFuneralHome.com

This material is intended for general distribution. Should it reach your home at a time of special illness or recent death, or if it offends you in any way, please accept our apologies. If you have previously prearranged, we appreciate your thought and we ask that you please this offer along to someone who you think would benefit from it.

When Loyless Funeral Home decided to bring preplanning services in house, we developed two different postcards meeting EDDM standards and sent them to specified mail routes around the Funeral Home over a several-month period. This campaign continues this year.





# ENDLESS IDEAS BOOK

Winter 2014



Learn more about these ideas *INSIDE*.



**adfinity.net 1-877-251-1222**

CALL TOLL-FREE 9:00 AM - 5:00 PM EST or visit our website any time.