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## **DEMA MAKES FINANCIAL COMMITMENT TO HELP DEMA MEMBERS REDUCE ADVERTISING COSTS AND REACH MORE POTENTIAL CUSTOMERS**

Secures DEMA Member Use of Sophisticated Lifestyle & Demographic  
Geo-Location Database Through 2011

San Diego, CA (February 2, 2009)-The Diving Equipment & Marketing Association (DEMA) has made a commitment to helping DEMA members reduce advertising costs and reach more potential customers effectively by entering into a three-year agreement with Pitney Bowes to provide access to information contained in the PSYTE Customer Geo-Location database. The use of the database is vital for DEMA members to help conduct successful, efficient, and targeted television and direct mail ad campaigns to acquire more customers.

The PSYTE database contains facts which can help all DEMA members, especially retailers, determine the location of potential target customers, including those recommended target customers determined in DEMA's extensive active diver research; affluent households with the money and time to participate in all that recreational diving has to offer. Using the PSYTE database, DEMA is able to provide members with such critical retail-related benefits as matching media and marketing messages to targeted households, and assisting with store locations. Most immediately, the use of PSYTE database can help DEMA members create targeted direct mail and television ad campaigns. If purchased independently, this information could cost as much as \$7,000 for a single store location. DEMA provides this data to DEMA members for FREE.

"We've learned a lot, right alongside our members on how well this database can work for the diving industry," said Tom Ingram, Executive Director of DEMA. "Especially based on the comments we received from retailers who utilized the PSYTE database to target new customers in 2008, we realized that this sophisticated marketing tool can provide some of the most immediate benefits of the *Be A Diver* campaign. The database has just been updated by Pitney Bowes and the 3-year agreement, including annual updates purchased by DEMA, ensures continued member access to up-to-date zip code mapping and customer lifestyle information that allows DEMA members to target potential new customers through 2011. This continued commitment provides the industry, and DEMA members in particular, with an opportunity to use

this sophisticated technology which is also used by specialty businesses and retailers worldwide, including Office Max, Rexall Drugstores, Fairmont Hotels, Master Card, and Time Warner Cable.”

The *Be A Diver* campaign, now in its second year, is an industry-wide diver acquisition project planned and executed by DEMA and designed by a professional advertising agency to help all industry stakeholders increase the number of new diving customers. The dynamic [www.BeADiver.com](http://www.BeADiver.com) website lists all retailers in the US while providing priority listings for DEMA members. In addition, DEMA is currently planning its 2009 *Be A Diver* TV and print advertising buy, and will continue to provide DEMA members with FREE access to professionally designed ad materials, including FREE television ads, FREE radio ads, FREE newspaper, outdoor billboard, postcard and yellow pages ads, all of which can be downloaded from [www.dema.org](http://www.dema.org). By using the *Be A Diver* campaign materials, retailers can customize a direct mailing piece, and create their own “call to action” for their store and geographic area. Through the use of the PSYTE geo-location database, retailers can complete a direct mail campaign by purchasing a mailing list of target households in close proximity to the store. DEMA has negotiated a greatly reduced rate for the purchase of such targeted mailing lists.

New in 2009, DEMA is also offering a “matching funds/co-op television advertising” program which can effectively double the advertising buy of participating DEMA member businesses, helping them reach further into their local market while using the *Be A Diver* television ad, customized for their region. The PSYTE geo-location database assists in this effort by helping to narrow the areas where potential target customers live, and helping understand their television preferences. The matching funds program saves DEMA members money by helping them advertise on their cable networks most viewed by target customers, using a professionally-produced commercial that will generate the best potential for returns.

DEMA, the Diving Equipment & Marketing Association, is an international organization dedicated to the promotion and growth of the recreational scuba diving and snorkeling industry. With more than 1,600 members, this non-profit, global organization promotes scuba diving through many initiatives including consumer awareness programs, media campaigns and sponsorship of the DEMA Show, a trade event open only to companies doing business in the scuba diving, action water sports and adventure/dive travel industries. DEMA Show 2009 will take place November 4-7, 2009 Orlando, FL. For more information on DEMA Show 2008 visit [www.demashow.com](http://www.demashow.com).

For more information on DEMA, call 858-616-6408 or visit [www.dema.org](http://www.dema.org). For more information on the *Be A Diver* campaign visit [www.dema.org](http://www.dema.org) or view the website at [www.BeADiver.com](http://www.BeADiver.com). For information about obtaining mailing lists contact DEMA’s Retail Specialist, Dave Reidenbach by calling 920-205-3627 or emailing [bigwavedave@dema.org](mailto:bigwavedave@dema.org).

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