



# CHS Cenex - Refined Fuels collateral



## *The organization we worked for:*

Cenex® is the energy brand of CHS Inc., a diversified Fortune 200 company that supplies essential grain, food and energy resources.

## *What this project helps the company do:*

Introduce its refined fuels dealers to a growth incentive program and update them quarterly with personalized e-mail progress reports

## *The context of this project:*

To create a direct mail piece with an inside insert explaining program details and awards. Included with the mailing was a 2008 NASCAR schedule magnet. Also created and e-mailed targeted quarterly updates using personalized data for each.