

Trans World Radio Gift Catalog Microsite

Successful integration of Direct Mail, E-mail and Microsite.



The image shows a screenshot of the Trans World Radio website. The browser address bar displays "http://www.radiosfortheworld.com/". The website header features the "twr" logo, the text "Radios for the World", and the tagline "SHARING CHRIST'S LOVE WITH THE WORLD". Navigation buttons include "GIVE TODAY!" and "SEND THIS TO A FRIEND".

The main content area features a world map with a callout box for "Deliver a Radio to Believers in N AFRICA". Below this, a modal window is open, titled "Share the Gospel Through Radios for Southeast Asia". The modal contains a photo of a smiling woman in a headscarf, a text description of the need for radios in Southeast Asia, and a "RADIO FOR SOUTHEAST ASIA" gift priced at \$35. A "GIVE NOW!" button and a small image of a radio are also present. A "Close" button is visible in the bottom left of the modal.

At the bottom of the modal, there is a section titled "PICK YOUR COUNTRY AND GIVE TODAY!" with a grid of eight small images representing different regions: CUBA, EUROPE, N. AFRICA, S.S. AFRICA, NEPAL, CHINA, N. KOREA, and S.E. ASIA.

At the bottom of the page, a copyright notice reads: "Copyright © 2007 Trans World Radio. All rights reserved."