

netdec

IMPORTANT REQUEST LETTER

## **SITUATION**

**NetDoc - an online platform for document exchange between companies, needs to advertise its new product to accountants.**

## PROBLEM

**But accountants hate and are not familiar with modern advertising. They used to talk only through official letters.**

## IDEA

**Without complexities, NetDoc decided to address its audience in the language and format they speak.**

netdoc

On behalf of the CEO of NetDoc  
to employees who are tired of  
working with paper documents.

**I ask you to send and receive  
official papers via NetDoc.uz  
in just 3 minutes.**

Phone: 78 122-9907  
Website: [netdoc.uz](http://netdoc.uz)

Executive director A.B.





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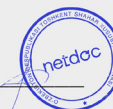
Letter №24/7

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**NetDoc placed throughout the city billboards and posters like it is official statement. Also those letters distributed to business centres and offices through postal service.**

**Thanks for  
your attention!**