



FedEx First Overnight
Email Banner

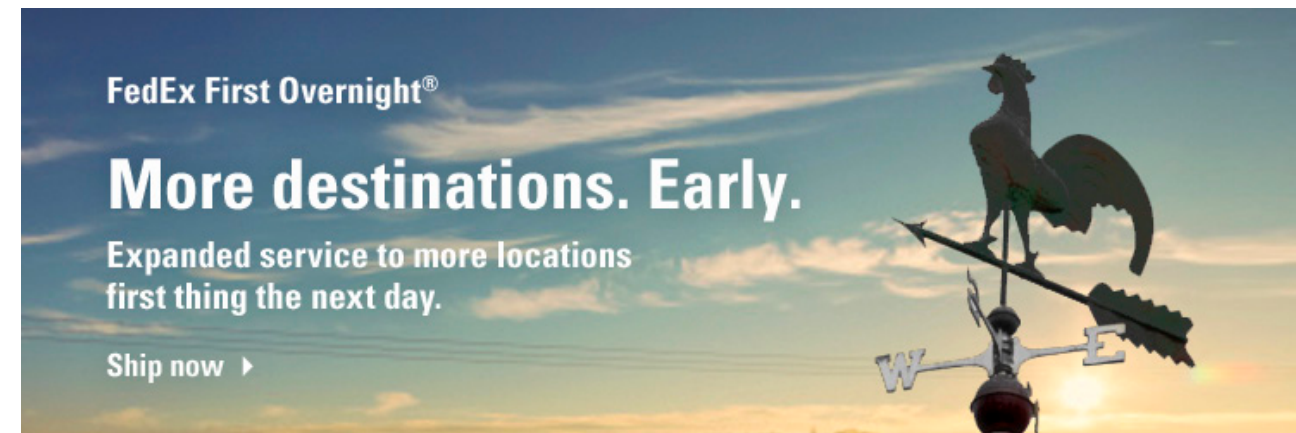
April 21, 2014

RATIONALE

FedEx First Overnight is our earliest available next-day shipping service. Our expanded coverage provides earlier delivery to more locations across 4 provinces. Now, you can send packages in every direction the wind blows and get it there when the rooster crows.

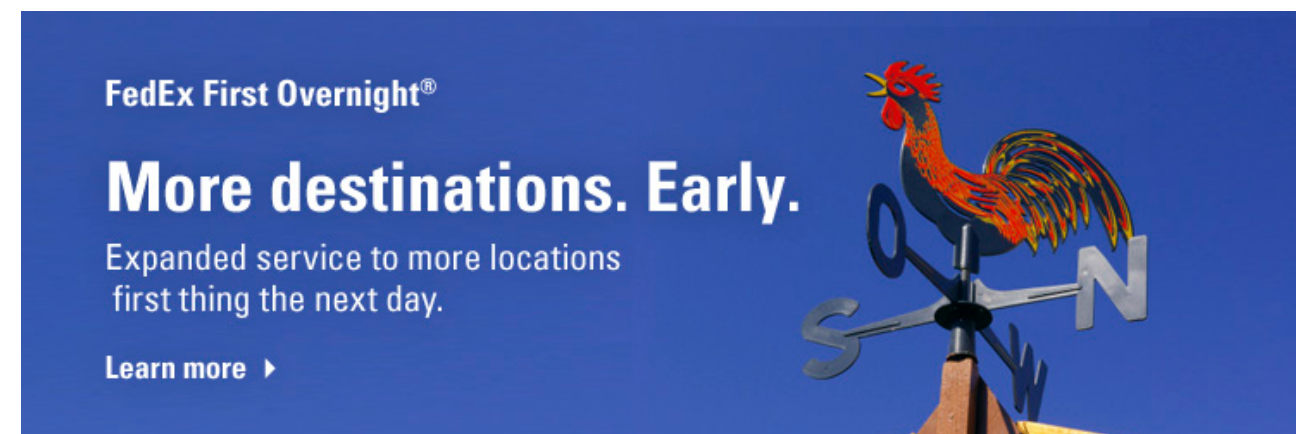
OPTION 1

Getty: 485246127, \$240.00 + 93097155, \$160.00



OPTION 2

Getty: sb10059406p-001, \$240.00



RATIONALE

FedEx First Overnight provides the flexibility you need to meet demanding deadlines. With the addition of over a hundred new postal codes, we’ve extended our early morning reach. It’s almost like having extra sets of arms.

OPTION 1

Thinkstock

FedEx First Overnight®

Reach more places. Early.

Extended flexibility with delivery to 35 NEW cities as early as 10 a.m.

Ship now ▶



OPTION 2

Thinkstock

FedEx First Overnight®

Reach more places. Early.

Extended flexibility with delivery to 35 NEW cities as early as 10 a.m.

Learn more ▶

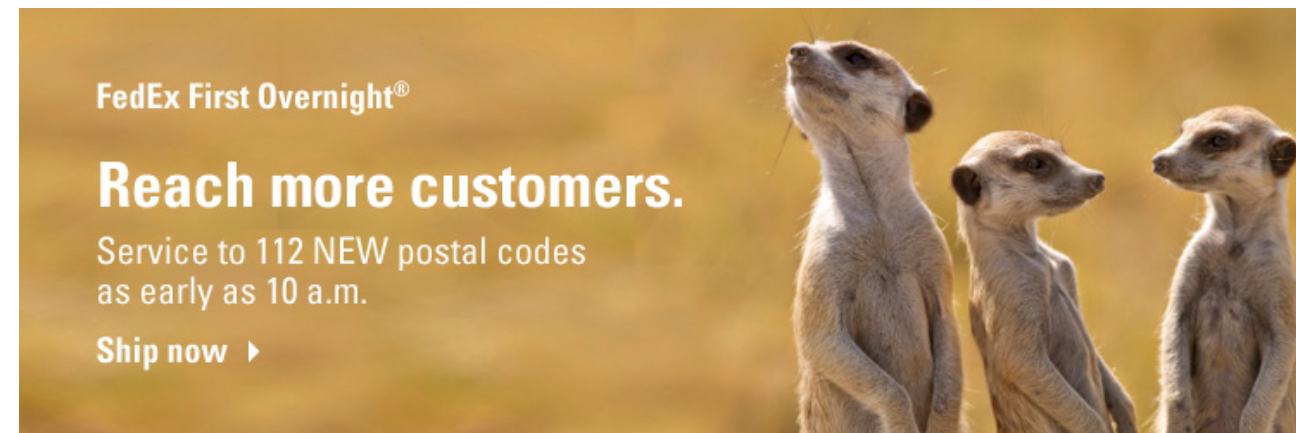


RATIONALE

Using FedEx Overnight early next day delivery allows you to meet your customers' urgent needs. Service expansion to more cities allows you to increase your number of satisfied customers significantly. That'll make for a lot of eager, smiling faces.

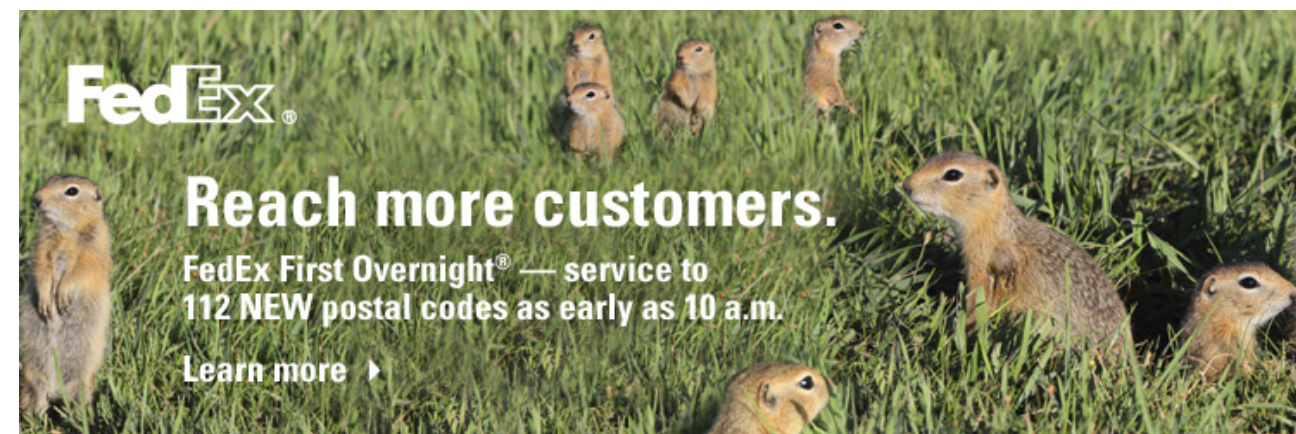
OPTION 1

Getty: 148240493, \$160.00



OPTION 2

Thinkstock

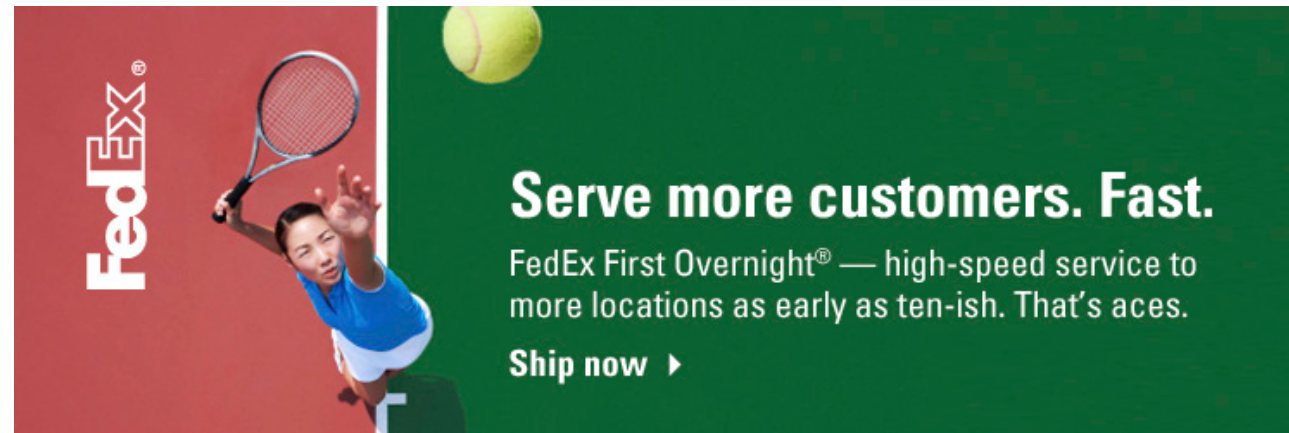


RATIONALE

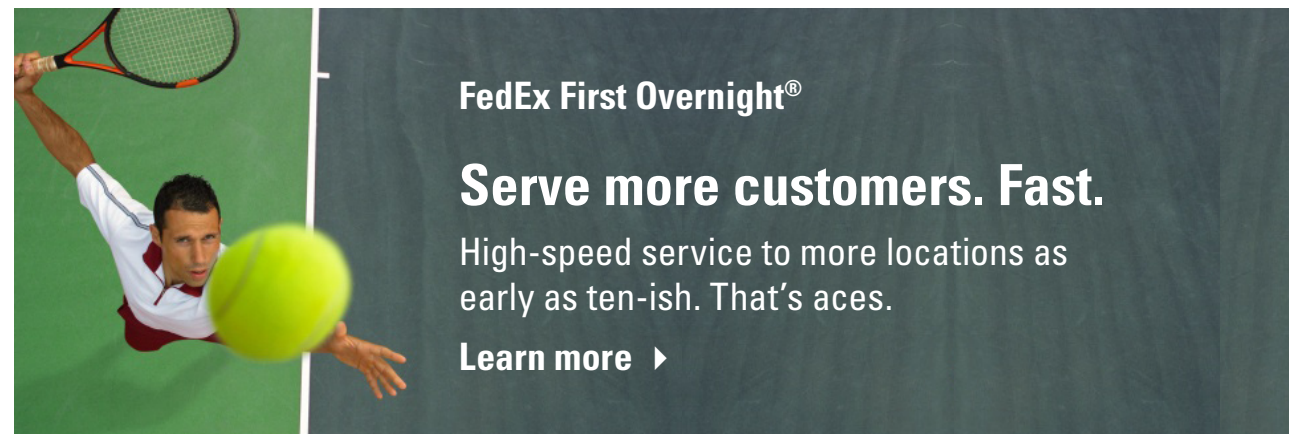
When you ship a package with FedEx First Overnight, your package gets top priority allowing you to serve your customers better and faster. Now with more destinations as early as 10 a.m., there's even more to love, love.

OPTION 1

Getty: 187164368, \$360.00

**OPTION 2**

Getty: 76840886, \$240.00



RATIONALE

FedEx First Overnight lets you begin your day with peace of mind knowing that your package has arrived safe and sound. It helps free you up to make your mornings more productive. Who knows what you may have time for now?

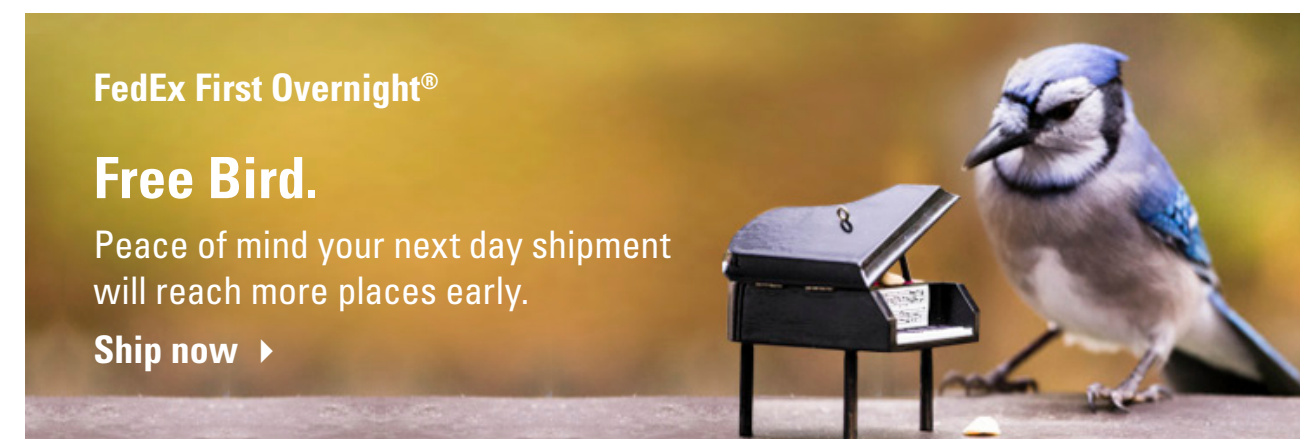
OPTION 1

Thinkstock, Getty: 155147005, \$160.00



OPTION 2

Getty: 459525875, \$360.00



Alt Copy

