

# Class Notes

**Business-to-Business Programs—\$10 Or More Per Recipient**



## **The American Drive-In Movie Theatre**

**Objective:** To generate national media attention and create awareness of a new book, *The American Drive-In Movie Theatre*.

**Strategy & Execution:** Eight weeks prior to the release of his new book, author Don Sanders launched a postcard mailing to the media announcing the publication, hoping to generate interviews and coverage. Two weeks later, a press release was sent out in an imprinted three-ring binder. Two weeks after that, a month before the book's release, a select group of major media outlets received a logo-embroidered cap announcing the book. If a particular media outlet expressed interest in doing a story, writing a review or offering prizes on the air, they would receive either a t-shirt, a silk-screened or embroidered cap, a series of commemorative postcards—or all of the items. Following publication of the book, participating media received a junior desk folder with a full-color picture of the book cover on the front and a wooden commemorative block featuring the book cover on one side and a brief summary on the other side.

**Results:** The book and its author received coverage in over 200 regional, national and international newspapers and magazines, interviews on 49 radio stations and appearances on four national television networks.