

Class Notes

Distributor Self-Promotion Program



Adventures in Advertising/SuccessMakers

Objective: To obtain three new accounts, \$10,000 in new business and a minimum response rate of 25 percent.

Strategy & Execution: Identifying 80 companies with a minimum of 1,000 employees, Adventures in Advertising/SuccessMakers developed a campaign that not only clearly explained what the company does, but also illustrated its creativity. The targeted companies received a miniature pizza box containing a compressed t-shirt in the shape of a pizza and a light-activated sound chip that sings "That's Amore" when the box was opened. Who could resist? Even better, the distributor in charge of the promotion was Cara Amore, whose background as a trained chef played neatly into the pizza theme. The top side of the compressed T-shirt looked like a pizza; the flip side had a picture of Cara with the caption, "I'm Amore!" Recipients also found her bio inside which emphasized the ability to create impactful marketing campaigns using promotional products. The pizza boxes were either direct mailed or hand-delivered during cold calls.

Results: Eighty "pizzas" went out, generating 60 responses—a 75-percent response rate. Of those 60, 10 have become clients, and new sales so far total more than \$25,000, surpassing the goal by 150 percent.