

Class Notes

Sales Incentive Programs—\$10 Or More Per Recipient



Doubleday

Objective: To increase exposure and awareness of a new novel among consumers and retailers.

Strategy & Execution: To support the Louisiana setting of James Lee Burke's new novel, *Sunset Limited*, an in-store display was created to "spice up" selling opportunities. T-shirts were created for Doubleday sales reps to hand out when they called on chain and independent bookstores. A display was created consisting of a tackle box with a custom imprinted label, a copy of the book, a bait box filled with gummy worms, an imprinted fishing bob, Cajun foods and a CD of Cajun music. The complimentary display was provided to accounts ordering a pre-determined number of copies of *Sunset Limited* with the agreement that the tackle box would be displayed for a minimum of two weeks. In addition, 500 custom imprinted fishing bobs were distributed at book signings and other personal appearances by the author.

Results: Doubleday received, not 500 orders, but 750...a 50% increase above their goal. And the tackle box gained publicity in a Wall Street Journal article about the program.