

Class Notes

Business-to-Business Programs—Less Than \$10 Per Recipient



20th Century Fox

Objective: To generate press interest and publicity for the summer movie release, *There's Something About Mary*.

Strategy & Execution: Targeting 600 press, film critics and journalists, Twentieth Century Fox decided that distributing a replica “Puffy” the dog, one of the stars of *There's Something About Mary*, would definitely be an attention grabber. Each 10” plush “Puffy” was individually wrapped to resemble the bandaged dog from the film. Sporting an aluminum dog tag with a nickel-plated bead chain, each dog was mailed inside a corrugated “dog cage” box. Media coverage including national print and television supported the campaign.

Results: Fox’s publicity department received an 80% inquiry ratio asking about the movie and requesting additional “Puffy” dogs.