

# Class Notes

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



### Automotive News

**Objective:** To raise awareness of a special “one time only” 75th Diamond Anniversary Issue and to build ad sales with a unique promotion.

**Strategy & Execution:** With the approach of its Diamond Anniversary Issue, Automotive News built a direct mail program to court advertisers for this historic publication. After a special introductory mailer was sent out, targeted advertisers received a follow-up package bearing the words, “A proposal.” Inside, a beautifully wrapped package and bow immediately suggested a ring box, and indeed, advertisers unwrapped the paper to find a dainty, velvet blue ring box. Upon opening the box, recipients discovered, instead of a ring, a round radiator hose clamp and a dramatic, laser-engraved blue metallic plate bearing the message “Will you advertise with me?” One week later, the newspaper sent out a four-color postcard with the names of each of its regional representatives. This ingenious program pulled off the neat trick of marking the historical significance of a 75th anniversary issue while still managing to charm and amuse its audience.

**Results:** So effective was this delightful program that, with no additional conversation, three reps received orders from their clients for full-page ads at \$14,000 each. The issue ultimately carried 61 advertisements for a total of \$850,000. The final sales paid for the promotion more than 50 times over its original cost.