

SILVER

Tutorial Programs • Less Than \$10 Per Recipient

Distributor: Atlanta Promotional Products, LLC

Client: News University

Objective: To help launch News University and generate awareness of the web based e-learning site.

Strategy & Execution: News University (NewsU) is a non-profit entity sponsored by journalism organizations interested in improving the quality of work in their field. This particular campaign was focused on attracting newspaper journalists. At the 2005 American Society of Newspaper Executives Annual Convention, News University distributed "Starter Kit Request Cards" which were later collected in an on-site drop box or could be mailed to NewsU. Starter Kits, mailed to those requesting them, contained a cover letter and NewsU flyer, an overview brochure, a Flash movie and printable Adobe® PDFs (on CD-ROM) describing NewsU, posters for the workplace, imprinted sticky pads, polybags containing an imprinted carabineer highlighter, mini-brochures, and an imprinted magnetic memo stand. In short, the starter kit was loaded! Every piece worked nicely in concert with the others, each one supporting the theme, "NewsU: It's All About U."

Results: The program was successful on two counts: 1. 120 starter kits were requested, representing 40% of the total conference audience. (The goal was to receive 70 requests.) 2. To date, NewsU has registered 5,175 journalists!



BRONZE

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Distributor: James Group Solutions

Client: 3M ESPE Dental

Objective: To educate distribution sales reps and dentists on the advantages of 3M's new Filtek Supreme Plus restorative materials.

Strategy & Execution: 3M sales reps were mailed an interactive, multiple-choice quiz, delivered on a CD-ROM. After signing in, quiz participants took the "3M Filtek Supreme Plus Challenge" to see how many questions they could answer correctly within 90 seconds. Filtek t-shirts accompanied the CD quiz and were to be presented to all participants. Extra t-shirts were also included to be given to dentists who agreed to a "lunch and learn" presentation of the new product. Dentists and their staffs were encouraged to try their knowledge at the CD challenge, conducted by 3M sales reps and distributor reps.

Results: Response to the energetic and competitive nature of the challenge was very high. More than 1,200 distributor sales reps participated in or viewed the challenge. The objective was to reach 500-600 with the Filtek message. Since the product launch, sales have exceeded projections by 26%.

