

One2One

marketing, inc.

2010 PYRAMID AWARD WINNER; SELF PROMOTIONS

The Pyramid Award is the promotional products industry's Academy Awards, recognizing excellence in our industry. One 2 One Marketing was recognized for providing outstanding marketing campaigns, with effective, results orientated programs, around the use of promotional products. This is considered "best in class" in our industry.



THE SITUATION:

Given the economic climate in 2009, One 2 One Marketing's primary objective was to create buzz with 20% of our targeted clients and prospects and to keep us top of mind when marketing dollars became available.

OUR SOLUTION:

We created a six month direct mail campaign promoting the characteristics that make up One 2 One's unique value proposition; creativity, our proactive approach, helping companies reach their growth potential, responsiveness, ability to target the right audience, and flexibility. The programs theme was:

It's the little things that count.

Components of the monthly mailer included a colorfully eye-catching box, two-sided lenticular card and promotional product. To increase recognition among recipients we used the same custom box design each month. The two-sided, full color lenticular card illustrated the highlighted characteristic and how that word

connected to the enclosed promotional product; USB, Peg Puzzle, Grow Cup, Egg Timer, Tangle Hub, and Slinky.

THE RESULT:

Gained attention of recipients: One 2 One Marketing recorded a 20.2% unaided positive response rate to the program. **Following is a sampling of the comments received:**

- “A clever way to get in front of your audience.”
- “I love the box. It is very colorful and attracts attention.”
- “When people in my office see the mailer traveling thru our inner-office mail they come to me to see what’s in the box this month.”
- “This is a very cool way to promote yourself.”
- “The creativity behind this program is really impressive”.
- “Every month I get it and I think—my sales rep is thinking of me again”
- “Very nice program.”

Sales: Over \$50,000 in immediate new sales directly related to the campaign. Included were two dormant accounts that became active. Also, four out of five sales reps increased their sales by an average of 3%. We also received 37 requests for quotes, converted 8 prospects to clients, with 5 inactive clients becoming active, resulting in a 3.5% increase in sales.

Quotes/Programs: 37 requests for quotes ranging from promotional products to similar self-promotion programs.