

CASE HISTORIES

CASE STUDY #1 – MOTOROLA RAZR2 PRODUCT LAUNCH

- 50,000 Vanilla Chocolate-Dipped cookies
- 50,000 1/2 pint white containers
- 100,000 Full-Color digital printed labels. 2 Labels on each container
- Each label had a unique code to be entered at their web site www.motorola.ca/razr2 to be entered in their contest.
- 1 Chocolate-Dipped cookie went into each 1/2 pint container
- Order was turned around in 3 weeks – 2 freight shipments, 16 pallets sent to Vancouver Canada
- The fortunes were double sided, English on one side and French on the other.
- Each container was handed out by street teams all across Canada.



Listen to your inner voice;
talk to it on the MOTORAZR2.
Visit motorola.ca/razr2 to win!

CASE STUDY #2 – ELI LILLY PHARMACEUTICAL

Bensussen Deutsch was looking for the perfect idea for their clients mailing campaign. Fortune cookies became the hot idea. After an initial planning session, and sampling cookies from 7 different fortune cookie suppliers they went with our companies cookies. And, they decided to use us for one of their largest accounts – Eli Lilly Pharmaceuticals. The order was for over 1 million cookies! That promotion went so well, Eli Lilly used us again.

For this promotion, they asked for eight custom fortune cookies in an attractive Chinese take-out box with sizzle shred, and then put the container in a crushproof mailing box. Inside the take-out box, they enclosed some informative literature about the drug Eli Lilly was promoting.

It was the perfect way to get their message across and explain to doctors the key benefits of the drug. These boxes were sent to the national sales reps at Lilly for distribution to 233,000 doctors across America.



CASE STUDY #3 – FORTUNE COOKIES GET A 95% RESPONSE RATE

You want your customers to take immediate action, right? One of the Midwest's premiere entertainment venues and banquet facilities was looking for a unique way to promote its annual patron's dinner, planned for the eve of the Chinese New Year.

When presented with the idea of giant fortune cookies being sent as invitations to the event, they went with it.

The response was so seemingly unbelievable that a reporter from the local newspaper questioned President Mike Fry's 55% response rate claim. When the reporter contacted the event coordinator the actual response had jumped to an unbelievable 95% rate!



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