

CASE STUDY - AAP IMAGE

THE BRIEF

AAP Image commissioned Simply Promotions to create a cost-effective DM piece to showcase the broad range of captivating images available through AAP Image.

OBJECTIVE

To promote three simple facts:

1. AAP Image has a range of over one million images.
2. These images are accessible 24 hours a day, seven days a week.
3. AAP Image offers clients a free research service.

This acquisition campaign was directed toward corporates – introducing them to an image library that can be utilised for their reports etc. and as a positioning tool with advertising agencies.

SOLUTION

It was decided images should be presented in a cinematic style in the form of an animated slideshow. This was done via CD/DVD, showcasing the AAP Image website – www.aapimage.com.au.

Simply Promotions suggested incorporating popcorn, as a typical movie addition to the CD ROM. The smell would draw more people over to the recipient's desk and overall the popcorn would promote the emotions and ambience of the movies. Simply Promotions also customised the perfect option for packaging – a box in the corporate AAP Image colour (yellow), further emphasising branding.

OUTCOME

Of the people who were sent the popcorn package after a (cold call) phone call, approximately 10 to 15 percent individually registered.

Between sending out the popcorn/DVD packages and following up with calls AAP image now has more prospects, registrations and, ultimately, sales.



CASE STUDY - BRANDED FLOOR MATS

BACKGROUND

The Cancer Council Authorised Stockists Promotion was designed to show appreciation to pharmacies that support the Cancer Council.

Identity Matters was tasked with manufacturing a product that would be appreciated by the pharmacies, while also assisting with driving Cancer Council sales throughout Australia. While walls, shelves and even roofs are commonly used for promotional items, the floor is often vacant. Identity Matters manufacture branded floor mats to use this space. In addition to maximising vacant advertising space, they are easy to set up and offer practical use.

CONCEPT/OBJECTIVE

The requirement was to gain sizable point of sale advantage for the product, while at the same time giving the pharmacies something that they would value, use and that would last.

EXECUTION

Identity Matters presented every available option in branded floor mats, with one specific recommendation – that the product had to look great as well as last (often for many years).

The mats were placed by pharmacies in various locations: in front of the sunglasses stand, at storefront entrances, or at the counter.

OUTCOME

As provided by the client:

- a sales increase of approximately 10 percent in stores participating in the program during the promotional period
- the most successful 2005 promotion with a sell-out of all stock
- provided assurance to the consumer that their donation through the purchase of sunglasses is being used for cancer research, support and education.

