

## Client: Brendan Mattingly Photography

Program creation by: Cliff Quicksell, MAS - Cliff Quicksell & Associates, Inc.



**Client Brief** - In speaking with the client, it was determined that the client spent an inordinate amount of money forwarding his portfolio to prospective clients. The client was interested in getting a creative message out, showing that he was extremely more creative than his competitors. The realization was that every photographer was sending their portfolios to this target audience, so everyone basically looked the same. In an effort to set him apart and rise above the clutter, this creative program was developed. It is interesting to note that the client had never used promotional products in a measurable marketing campaign. He's a believer, and now commits 3,000.00 per quarter toward a campaign.

**Objective:** In an effort to maximize his marketing efforts and to trim costs, a targeted piece was developed to go after 304 qualified media buyers and art directors in an effort to secure appointments, shooting for a 10% response rate, or 30 new client meetings.

**Execution & Strategy:** A tear sheet was produced that was to be placed in a local media guide. A replica of the tear sheet was created on a high end 4 color process, packaged in a customized box, all of the contents, the coaster, tear sheet and cover letter was placed in the box on a bed of straw, a piece of tissue paper printed with a straw graphic was placed on top. The pieces were packaged and launched the day before Halloween day and were sent priority mail for next day delivery, on Halloween morning

**Overall Results:** the mailer generated an astounding 85% response rate or 256 calls and generated over \$210,000.00 in new business.