

## Client: Cliff Quicksell, MAS – Distributor Self Promotion

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



**Situation** – wanting to create a small yet powerful direct marketing campaign that could show measured results. The same old way of doing things was on its way out and a new form of marketing needed to be developed to rise above the normal clutter that is normally given away by promotional products distributors. The desire was to work smarter and more creatively

**Objective:** I was looking to create maximum impact through the use of a measurable marketing campaign, utilizing food, packaging and promotional products in an effort to elevate the perception of our creative services.

**Execution & Strategy:** A custom box was made with the slogan on the front saying: "Sometimes a slice of..." inside the box the balance of the text read, "...creativity is all it takes, another HOT CREATIVE from Cliff Quicksell". The target audience comprised 12 potential marketing directors that I have not done business with. Each box contained graphics and text that described that "...we don't sell pizzas but we do sell hot creative ideas"; a stainless steel pizza cutter with the recipients name laser engraved on the handle was mounted in the box. Delivered one at a time by a local pizza shop with a medium cheese pizza sparked incredible responses.

**Overall Results:** the piece generated an amazing 100% response rate, and generated over \$27,000.00 in new business. Each piece cost roughly \$21.00 each. Subsequent business generated in the first year totaled nearly \$100,000.00.