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The Wang Center for the
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Weyerhaeuser Paper

Michael Howell February, 2001

Creative Solutions

617.630.9091

When Going Down the Tubes is a Good Thing!

Concord Communications wanted face-to-face meetings with the top executives of its most desirable prospects. But how to make that connection? Stillpoint Studios and Howell & Associates combined for a direct marketing one-two

punch solution.

The concept worked in two stages: a direct mail "teaser" that would get attention, and a themed fulfillment gift hand-delivered by the salesperson after the meeting was concluded. For this highly targeted campaign, we focused on the gift of a digital camera – upscale, desirable and unlike the usual executive tools. The teaser mailer sent the prospect an actual flash memory card for the camera, with the promise to deliver the camera with "the total picture" during their



meeting with Concord. That headline clicked with Concord's own theme, "The Total View."

As a key aspect of the overall impact, Stillpoint (www.stillpoint-studios.com) developed a uniquely intriguing mailer: the flash memory card "floating" in a clear plastic cylinder. A printed insert held the sales pitch and details, plus the salesperson's business card. The campaign caught executives' attention and got Concord the meetings they wanted.

Want a sharper focus for your advertising and marketing? Call 617-630-9091 or email: mh@mhowell.com