



"They're Hooked" Office Coffee Services Campaign

DIMENSIONAL MARKETING

"As a business owner, I know what it is like to get pounded with constant solicitations. Conventional marketing and sales efforts are old, obvious, and tired. We needed to get our business name and our products in front of potential customers. We had a small marketing budget, so our efforts had to be effective. I consider a 20 to 1 return a homerun."

Steve Duffy, President
City Dock Coffee



THE CHALLENGE

Working within a small marketing budget, a local coffee company wanted a highly targeted marketing strategy that would attract new customers for its office coffee services.

THE QUINTAIN MARKETING SOLUTION

A unique direct mail campaign aimed at local businesses and featuring dimensional mailings:

- The promotional campaign was scheduled to launch in early Spring, around the beginning of fishing season.
- To tie in with the popular local sport, **Quintain Marketing** developed sales literature centered around the theme "They're Hooked" (the key message was that when a business serves the customer's coffee, they'll be hooked) along with a fishing lure custom-branded with the customer's logo.
- The sales literature and lure were attractively packaged along with a sample-sized package of coffee and a personal note from the owner of the coffee company.

MARKETING SUCCESS

Response rates to the "They're Hooked" campaign were 17% and the new revenue realized exceeded the cost of the project by 20 to 1.

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