

BEST DISTRIBUTOR SELF-PROMOTION CAMPAIGN

Brand Fuel (*asi/145025*)

When it comes to a gold-medal promotion, green is the way to go, as Brand Fuel Inc. (*asi/145025*) recently demonstrated to its clients. President Danny Rosin, Vice President Robert Fiveash and Marketing Coordinator Meredith Linden put their heads together to come up with ways to make their 2009 thank-you/catalog mailing more eco-friendly.

“Just as the ‘green’ theme was gaining ground and people were starting to see that it was not another fad, a representative from Fabriko (*asi/53450*) wowed our sales team with their drawstring Ship-N-Tote Bag,” Rosin says. “We agreed that the bag would not only be a good change from the typical branded box, but that it was also a unique tool that would provide our sales team with opportunities for client touch points, help generate business and provide ROI.”

After being used as a mailer, the bag turns inside out to serve as a drawstring sling pack. In addition to catalogs and a cover letter on recycled paper, Brand Fuel stuffed it with a SanMar (*asi/84863*) tee printed with earth-friendly inks, a corn-material pen from Bullet Line LLC (*asi/42424*) or Leed’s (*asi/66887*), a 3M (*asi/91240*) notepad left over from a previous promo, and an “I’m a recycler” tattoo from California Tattoos Inc. (*asi/43530*).

“Our greatest challenge was to create a unique, eco-friendly package that was cost-effective and appealed to our client base,” Linden says. “By selectively choosing products for the mailer and leveraging self-promotion pricing with suppliers, we were able to achieve our goal.”

Brand Fuel’s sales team appreciated the



mailers because it gave them an opportunity to get in front of clients and generate business – and recipients responded well, too. “Not only do our clients love the idea,” Fiveash says, “but many were impressed that we invested in marketing to them during these hard economic times.”

Rosin notes that they selected a targeted audience for the annual marketing mailer. “The management and the marketing team worked with each of our sales representatives to generate a list of clients and prospects who have purchasing power and the potential for high sales volume,” he says. “This exercise required our sales team to update client information in our customer relationship management program, ensuring that the packages only reached our target audience. Getting updated client contact information was an important bonus.”

In one month, the company had 28 inquiries from clients and two orders placed from their self-promo piece. – MB