

BEST DISTRIBUTOR PROMOTION

Edventure Promotions (asi/186055)

What's in a name? A whole lot it turns out.

"Ed" may be one of the more ordinary names around, but it was also the inspiration for a highly successful self-promotion campaign produced by distributor firm Edventure Promotions (asi/186055). Ed Levy, owner of the firm, created a campaign based around, you guessed it, his name. To show off his company's capabilities to both current customers and prospects, he had different words incorporating "ED" imprinted onto a variety of promotional items.

"Stuffed" was imprinted on tote bags, "noted" on note pads, "scribbled" on pens, "dressed" on T-shirts, and "quenched" on water bottles. Levy then placed the items – with imprints all facing the recipient – in an attractive black box that has the company name printed on the front. He produced 50 of the packages, half of which went to existing customers and the other half were delivered to his top 25 prospects.

Levy says his goal was two-fold. "Using basic items, we wanted to show that you could create an extremely impactful, useful and memorable branding experience without reinventing the wheel," he says. "And, we wanted to illustrate that packaging is as important – if not more important – in creating attention and distinguishing yourself from the competition."

Done and done. The mailings, which went out over a 90-day period last spring, did exactly what Levy was hoping for. Including the products, packaging, shipping, prototypes, creative, and printing, Levy says he spent \$5,300 for all of the 50 kits – \$106 per kit. The existing customer mailings received an 80% response rate, with 20 out of 25 recipients contacting Edventure on their own after receiving the package. Out of those, 10 clients used the distributor's new services, resulting in \$37,000 in new revenue. Of the prospects



who received the promotion, four new companies placed orders for a total of \$13,000. Overall, Edventure garnered \$50,000 in new business directly from the promotion – a 940% return on investment.

"Because my name is Ed and the company is Edventure Promotions, using the "Ed" concept was a perfect way to extend my brand into something meaningful and memorable," Levy says. "We creatively used a pun to exemplify that we can be unique and create results." – AC