

Success STORY



Examples of Door Hang Bags

Media Vehicle: Direct-to-Door
Door Hang Bag
Retail

"This is a good way to get to the ultimate consumer ..."

-President of client's advertising agency

Book Promotion...

Challenge

- Promote a book launch and generate awareness, among consumers more likely to take political action, for the cause addressed by the author.

Source: Verified Audit Circulation

Insights

- 39% of adults who have written or visited an elected official or are active volunteers also have household incomes between \$50 - \$150K and at least some college education (Index of 147).

Source: Mediamark Research Inc., Doublebase 2003

Strategy

Reach

- Reach the target audience (household income of \$50-150K and at least some college education) in order to generate awareness for the cause addressed by the author and encourage possible political action.

Generate Trial

- Use the high impact Door Hang Bag to break through the clutter and contain the book excerpt - a groundbreaking promotion for a book launch!

Solution

- Washington D.C. was selected because of the potential to reach those active and influential in politics. Los Angeles and Chicago were selected because they are major markets.
- The target audience was identified as adults with household incomes ranging from \$50 - \$150K (\$75-\$100K in D.C.) and some college education. The income and education variables were equally weighted.
 - The target demographic was carefully crafted to mesh with the delivery of Direct-to-Door. The income criterion was capped so consumers living in gated communities were not included.
 - Targeting was done at the block-group level.
 - Valassis' network of independent distribution companies executed the door-to-door delivery.

The Promotion's Features Generate Awareness:

- The full-color Door Hang Bag was placed on consumers' doorknobs.
 - This front door distribution breaks through the clutter.
 - The headline is intriguing and encourages trial, "An excerpt from one of the most important books you will ever read."
- The 20 page 5 x 8-inch booklet is the first chapter.
- The inside front and back covers list where the book and more information on the author's work can be found:
 - In brick and mortar and online bookstores beginning in Q3 of 2003.
 - A 1-800 phone number for orders.
 - A website featuring the author and his work.

The Direct-to-Door promotion was delivered in Q3 of 2003. The markets and quantities were Washington D.C. (649,000), Los Angeles (450,000), and Chicago (450,000).