

Client: Brendan Mattingly Photography

Program creation by: Cliff Quicksell, MAS - Cliff Quicksell & Associates, Inc.



Client Brief - In speaking with the client, it was determined that the client spent an inordinate amount of marketing dollars to forward his portfolio to prospective clients. The client was interested in getting a creative message out, in order to rise above the marketing clutter and create a unique marketing piece that super ceded what other photographers were doing by sending in their portfolios.

Due to the overwhelming success of our first program with the "Scarecrow", the client had decided to create yet another program targeted at a similar targeted audience, that is; media and art directors in the Washington DC metropolitan area

Objective: In an effort to maximize his marketing efforts and to trim costs, a targeted piece was developed to target 300 qualified media buyers and art directors in an effort to secure appointments, shooting for a 20% response rate, or 60 new client meetings.

Execution & Strategy: Postcard were sent in groups of 25 then followed with the mailing tubes. Postcards told clients that they would receive a unique gift and would want to give my client a call. Enclosed in the tube was a light sensitive sound chip that when activated rang like a phone. The offer gave the recipient an activated phone card with 60 minutes in exchange for a ten minute meeting.

Overall Results: the mailer generated an amazing 28% response rate, 84 appointments and generated over \$85,000.00 in new business.