

IDM - Clouds Umbrella Project - Case Study

Every other panel on outside (4):

Franciscan Skemp
Health Solutions
Health Tradition Health Plan

Franciscan Skemp
Health Solutions
Health Promotion

Franciscan Skemp
Health Solutions
Occupational Health

Franciscan Skemp
Health Solutions
Employee Assistance Center



Every other panel on inside:
We've got you covered.



Custom Packaging: clear tube with clear caps (to show off wood ferrule and handle), includes full color insert personalized with prospects name.

Objective: create a unique and attention getting “door opener” to aide the sales representative in getting face to face meetings with prospects. Must also communicate the four business lines that have recently been integrated into a total solution. Tone: fun yet classy.

Strategy: to communicate the full coverage aspect of their new integrated services, an elegant umbrella with cheerful blue sky inside it was printed with the four business lines on every other pane on the outside, and the tag line “we’ve got you covered” repeated on the opposite four panels inside. This was inserted in a custom package comprised of a clear tube which has a full color insert repeating the message and personalized with the prospects name. The sales representative’s business card is also inserted into the tube.

Strategic Delivery: this marketing piece is to be personally delivered ONLY ON RAINY DAYS, and no more than 5 per week to ensure adequate followup. It is to be delivered to the front lobby to the prospects attention, never directly to the prospect. The sales rep then goes back to his car and emails the client to let him know that “something that will put a smile on your face” has been delivered to the front lobby.

The sales rep follows up within 24 hours (if he hasn’t already received a phone call or a reply to his e-mail) to ensure that the prospect received the umbrella, and hopefully to schedule a meeting, since he has now created a positive emotional connection with the prospect and set himself apart from companies marketing with traditional media.

The salesperson has also been given a worksheet to update as these pieces are delivered so that we can measure the results, and fine tune the presentation as needed based on response.

Results: TBD, project still in process, but so far rep is experiencing a 50% success rate while admittedly not distributing the umbrellas as often as he’d like. He feels his success rate will be higher when he does so.