

Cross Generational Marketing

When a \$10,000 media buy generates \$150,000 in ticket sales, savvy marketers sit up and take notice. This was the bottom line recently achieved by AdPack; an out-of-home marketing company specializing in intercepts marketing and place-based advertising through its line of promotional facial tissues, towelettes and wet towels.

Together with guerilla marketing company Brand Marketers, AdPack USA used a street team of Elle Woods look-alikes — complete with her trusty side-kick dog Bruiser — to hand out 10,000 “Legally Blonde The Musical” branded tissue packs to New York tourists and locals. Inside the tissue packs, distributed at several high foot-traffic locations throughout midtown Manhattan, was a special “pink” offer of \$67.50 per ticket. Patrons could redeem the limited-time offer at the box office or by visiting www.ticketmaster.com and using the code “TISSUE.”

Of those handed out, more than 2,025 people responded - a redemption rate of 20 percent. As a result of the high redemption rate, the company has ordered more tissue packs from AdPack USA and will continue both their intercept campaign and add a campaign aimed at the travel and tourism industries. Taking tissues to Broadway proved to be a success for “Legally Blonde The Musical,” and tissue pack advertising is a way to be creative with advertising while being non-invasive.

When this *brilliant* campaign was brought to the attention of *Brilliant Results* by Charlotte Maumus, Account Executive for KCSA Strategic Communications, we asked her to forward some questions to AdPack USA's President Steve Jacobs' about successful cross-generational marketing campaigns. We have also included a sidebar about the company's latest high-tech tissue advertising venture with interactive partner qtags llc.

BR: How did you develop the concept for this campaign?

SJ: We are in the Tissue Marketing business and approach marketing problems from the perspective that we have an effective way to deliver real calls to action. We discussed with the producers of “Legally Blonde The Musical” the problems of getting patrons back in the theater after the strike in the fall of 2007 ended. We came up with a plan that would put valuable coupons for the show in the hands of consumers. We arranged to have street teams distribute “Legally Blonde” tissue packs adorned with the image of the lead character, Elle Woods, and which also contained a coupon insert for a ticket to the show for just \$67.50 — a discount of more than \$50.00 per seat. We then selected a high traffic area in Mid-town Manhattan where we would reach commuting business people, tourists, and potential theatergoers. In just under two hours we gave away 10,000 tissue packs with coupons.

BR: Can you give our readers examples of other innovative campaigns in which your company has participated?

SJ: We did a street campaign for the Japanese fast food restaurant, Yoshiro where we distributed tissue packs offering a free beverage with the purchase of any meal. The redemption rate on that program was in excess of 5%.



We worked with Commerce Bank to design a tissue pack that included a coupon for \$25.00 when customers opened a new qualifying account. These packs were given away at community events and outside of branches where Commerce is doing business.

We've done a program for the retailer "Five Below" who gave away tissue packs containing coupons for \$5.00 off on any purchase.

We did a program for the fast food company California Tortilla, who offered a free burrito on a coupon insert.


We also did a program for Random House publishing to help promote a new novel that was a "tear jerker" giving away tissue packs with the image of the book jacket on the pack.



BR: In your opinion what is the key to developing a successful multi-generational campaign?

SJ: Tissue packs specifically make a great cross-generational promotion in that the product is useful to any demographic. It's not easy to find media that everyone will be attracted to, but tissue pack marketing finds success and uptake by nearly 90 percent of the people we reach out to.

BR: Do you have any final thoughts or advice for our readers?

SJ: The most important things to consider in developing any campaign are to focus on goals and objectives, and then be sure to have a medium that will reach your target audience. Have a strong call to action and try to reinforce your messaging across different media and platforms. 

High-Tech Tissues

Advertisers display qtag words on any element of their tissue-pack marketing campaign. Consumers can use a mobile phone to bookmark information or a promotion by texting the word to QTAGS (78247). Advertisers can set up a custom qtag word with a text message (that is sent back in response to the sender), and a web-link, which is stored in an in-box at www.qtags.com.

In addition to combining qtags mobile text messages, AdPack also offers customized Web pages for coupon inserts where marketers can quickly gauge how well their "low-tech" consumer-focused tissue-pack campaigns are performing. These mobile and online options combine proven and effective traditional marketing tactics with the instant gratification and feedback offered by interactive marketing.

AdPack USA offers these interactive, multiplatform campaign elements to allow ad agencies and brands looking for real-time, ROI campaign results to better understand the success of a campaign and increase consumer interaction with their brands. This allows marketers to more effectively measure a campaign's effectiveness each time a consumer redeems an offer.

A qtags campaign also allows a consumer to order and view rich media content on the mobile phone and on digital displays.

EXAMPLES:

- *Zagat* used the branded tissue packs at the Revlon Walk in Manhattan to promote a free trial offer for their mobile application called Zagat To Go. Interested consumers texted "ZTG" to qtags where they were published back a text message that detailed a 14-day free trial membership where consumers had access to Zagat's famous restaurant reviews and travel content for 65 cities from their mobile devices.
- *Red Robin Gourmet Burgers* used the tissue packs as part of their employee recruiting campaign. They handed out branded tissue packs at new restaurant sites with an insert that asked interested potential employees to text "RRJOBS" to qtags where they were then pushed back a text message with all of the information needed to apply for a job. Upon completing the application, each person was then awarded a \$10 iTunes gift certificate.
- This Mother's Day, *Winebasket.com* decided to remind New York City residents that Mother's Day was right around the corner - but it wasn't too late to order a delicious gourmet food and wine basket for Mom. Street teams took to the city and handed out tissue packs in the days leading up to this Mother's Day. The insert in the tissue pack encouraged consumers to visit a specific website in order to get 5% off their order plus a free surprise chocolate gift!