

High-value, Attractive USB Drive Informs and Draws Potential Advertisers for the Wall Street Journal Americas

- **Challenge:** To find a high-value promotional product suitable for a targeted, direct mail campaign.

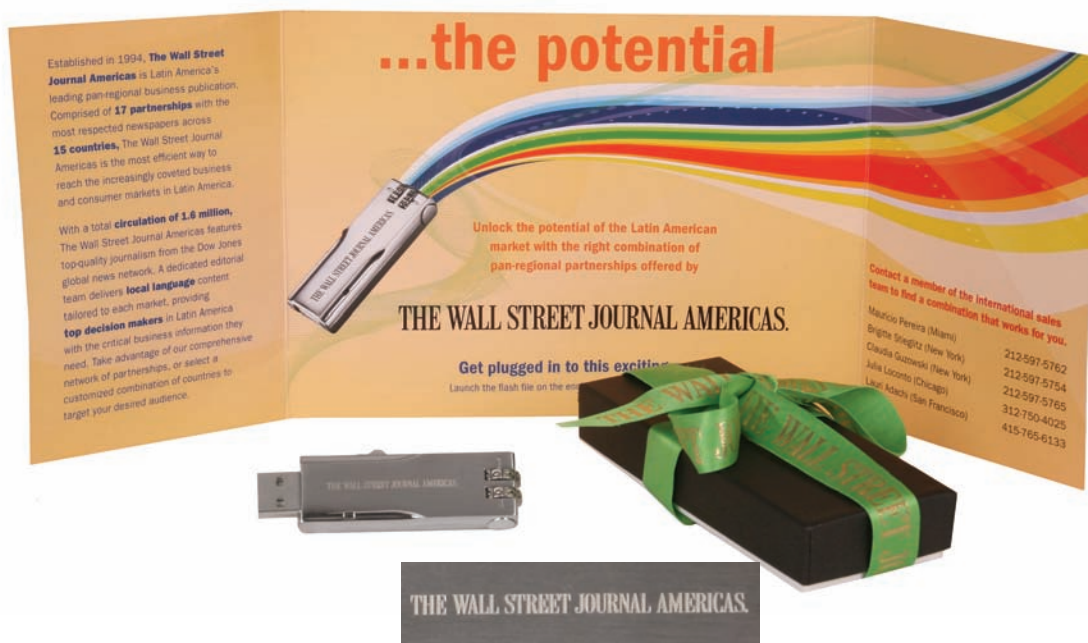
Advertising isn't advertising in every language. In Spanish, it's *publicidad*. In Portuguese, *anúncio*. In Guarani, the official language of Paraguay, advertising is *momarandu*. But to business owners around the world who wish to reach prospective customers in Latin American markets, advertising is *advertising*—especially advertising in The Wall Street Journal (WSJ) Americas. The WSJ Americas comprises 18 leading Latin American newspapers wearing the Journal's banner from Ecuador and Paraguay to El Salvador to Mexico to the Dominican Republic. All told, the papers give advertisers a way to touch nearly two million savvy readers across the mid and lower Americas. To reach these potential advertisers, the WSJ Americas team reached out to ePromos. Their goal: to find an easy to mail yet high-value promotional product to include in a mailer to companies interested in advertising in the WSJ Americas.

- **Solution:** Ultra-slim, stainless-steel, laser-engraved one GB locking flash drive.

Working with ePromos, the team selected a high-tech, high-value winner: the ultra-slim, stainless-steel one gigabyte USB combination-lock flash drive, laser-engraved with the WSJ Americas name. On this model, the flash head retracts into its casing, to be released only when the user enters the correct two-digit combination: this fit well with the WSJ team's message to potential advertisers—that the WSJ Americas “unlocks your potential.” The drives, pre-loaded with information about advertising in the WSJ Americas, were gift-wrapped with a printed card provided by the WSJ team. And to “tie” the mailer up nicely, ePromos printed a custom ribbon and prepared the packages for shipping to over 200 locations.

- **Result:** Recipients impressed with promotion; ask, “May we have another?”

The WSJ Americas team reports that recipients were duly impressed, especially by the attractive stainless-steel, locking version of the now ubiquitous USB drive. One agency, the team reports, even wrote in asking for another drive for the company President, who wanted one for himself—always a sign of an effective promotion!



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