

CASE STUDY

Situation



Ecolab holds an annual sales contest for its Institutional Division sales representatives, offering award incentives to increase sales. The company spends a significant amount of money to market the contest and fulfill prizes earned.

The company discovered that many sales reps did not read their contest materials or realize they even existed. Some reps who were awarded prizes at the completion of the contest had not even known there was a contest in progress.



Challenge

Ecolab management believed a sales contest could be highly effective with program awareness and active participation. Infinity Direct was asked to design new marketing materials that would grab attention, generate excitement, promote competition and ultimately, increase sales.



Solution

Infinity Direct developed the Mission Possible contest using a creative introductory package to heighten interest. The outer package looked like a laptop computer. The "laptop" opened to reveal a screen and keyboard where an audio CD had been placed. With suspenseful background music, the CD introduced the "mission" and referred to the "dossier" in the laptop's secret compartment.

The hidden "mission dossier" outlined the contest details and various levels of sales awards. The content was not only informative, but was written to be fun and add a mysterious appeal. To further attract attention, a pair of "Mission Possible" sunglasses was also under the keyboard.

Throughout the campaign, Infinity printed and mailed progress reports to each sales representative on "mission" themed stationery. The statements updated Ecolab reps on their sales progress and the next achievement level.



Results

The sales contest was very successful, generating positive feedback from both the sales reps and Ecolab management. The unique package design captured the attention of the sales reps, and the CD and brochure generated communication, resulting in a fun, competitive spirit. The contest increased interaction between sales reps and the corporate office, which in itself was a success, according to management.

The contest resulted in higher sales volumes, and a larger number of prizes were awarded than in previous years.

