

Capital Safety

2008 SALES KIT

Opportunity

To announce the results of its targeted quarterly marketing campaign and introduce next quarter's sales promotions, Capital Safety needed a new and better way to communicate with a sales force spread throughout the country. Interest in the marketing department's Web casts was declining. How can the world's leader in fall protection develop a new method to anchor communication surrounding a campaign and reengage the sales force?

Insight

LaBreche created an interactive electronic magazine (e-zine), complete with graphics, audio and the ability to track viewership statistics, to replace the Web casts. The use of multimedia made the new format visually appealing, and putting the control in the sales reps' hands provided the ultimate vehicle for audience engagement. The new format was also portable and accessible for sales reps while on the road.

Outcome

More than 75 percent of the sales force viewed the first communication, whereas only about 20 percent were attending the Web casts. The e-zine has been deployed for each subsequent campaign announcement and viewership remains high. Tracking functions showed that a majority of viewers were reviewing the e-zine in its entirety and returning to view it more than once. LaBreche has continued to be the driving force in creating each e-zine.



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