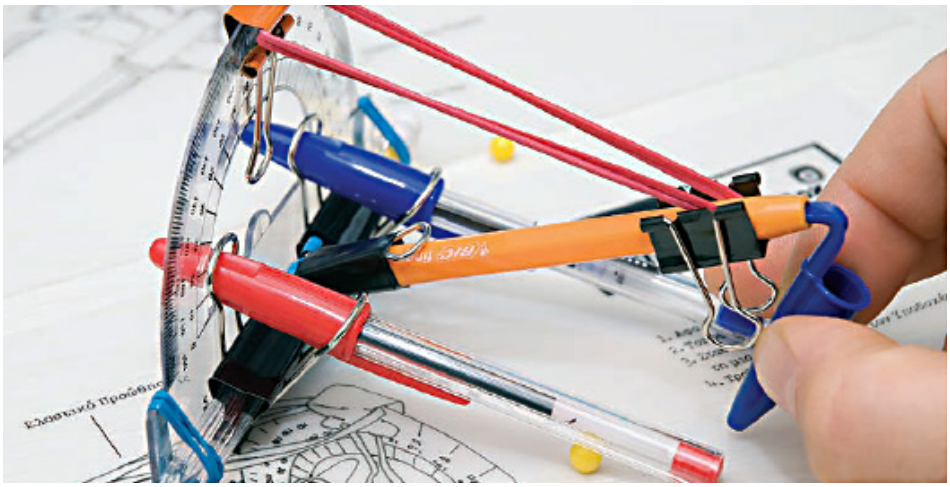
# HOW TO HIT A STATIONERY TARGET

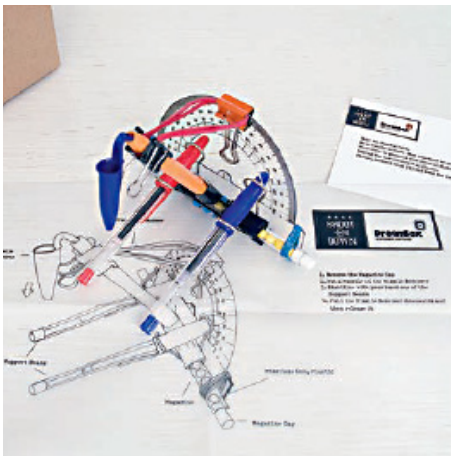
This office supplies company used its products to declare war on prices with a creative mailing that engaged buyers to place orders.

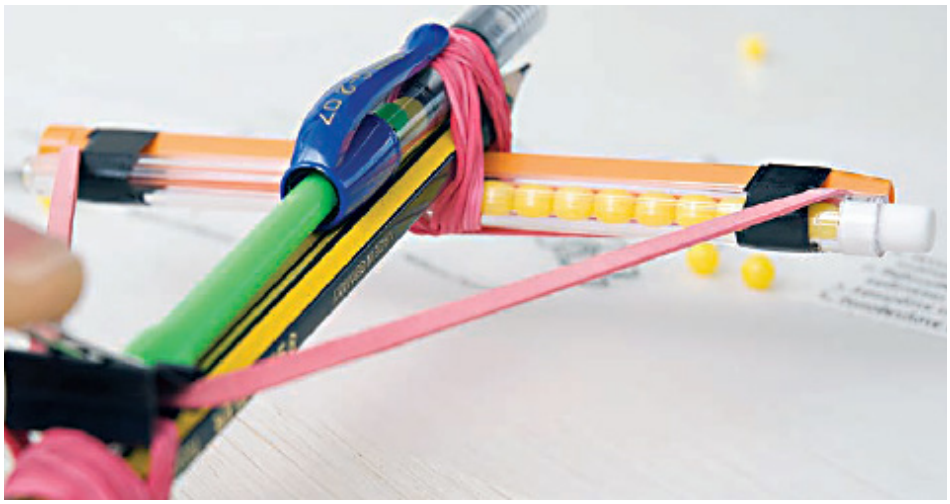
In the midst of the economic crisis in Greece, DreamBox Stationery had to reduce prices. What better way to share the news than through the very supplies they were selling? Using pens, pencils, binder clips, rubber bands and a protractor, they found a surefire way to attract attention. Their mailing included a fully operational catapult and crossbow made entirely from DreamBox stationery. They explained how all prices had been shot down, and included a step-by-step how-to-fire diagram.

Designed for friendly intra-desk fun, 100 Shoot 'Em Down weapons were mailed to major customers. Every single one replied to thank DreamBox for the unique gift, and most put in a new order for stationery. Many asked for more weapons to give to friends. Fifty prospects also received the mailing, and more than half signed up to find out more about DreamBox. In just the first wave of orders, the investment was justified ten times over.

When the economy suffers, creativity is often the first casualty. People want to minimize risk. But the biggest marketing mistake is to take no risks at all. This bold marketer got noticed and sales catapulted thanks to an idea that no doubt led to some friendly contests in offices throughout the country. By declaring war on prices, DreamBox elevated its brand with an experience that really resonated and was also amplified through sharing. Where would you aim your stationery weapon? We think every desk should have one.







CLIENT: DreamBox Stationery | PRODUCT: Office Supplies | COUNTRY: Greece | AGENCY: Day6 | AGENCY TEAM: Creative Directors Panagiotis Kavapoulos, Ivan Papadopoulos Art Director Anna Maria Merivani | Managing Director Panos Theokas



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