



BUSINESS CHALLENGE & OBJECTIVE

Our customer's business development team needed to warm up cold leads with something that would generate engagement with several people at each key account. They wanted a customized solution that would feel very personal to each recipient, while getting key decision makers in the room together with their designated account executive.

THE CREATIVE SOLUTION

What better way to bring people together than a beach party. VLG ideated, tested, built and shipped a cooler filled with 18 glass bottles of Coke, beach balls, and bottle openers. Each bottle of Coke was personalized with the name of a meeting invitee. What really set this mailer apart was the fact that the Cokes arrived ice cold and perfectly timed with the sales outreach plan.