

# VLG



## BUSINESS CHALLENGE & OBJECTIVE

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Autodesk'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 Autodesk account executive.

## THE CREATIVE SOLUTION

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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 Autodesk's sales outreach.