

HOW OLD MARKETING BOOKS BECAME AN INVITATION TO INNOVATION



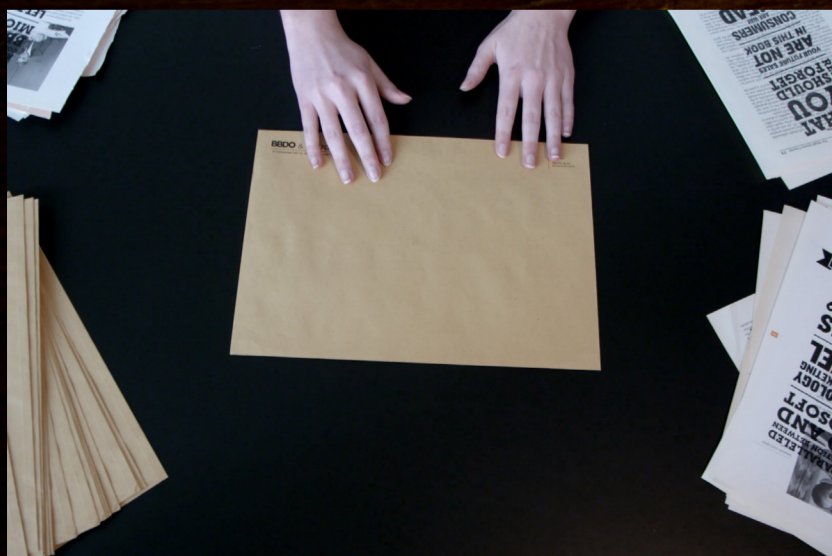
OLD MARKETING BOOKS DON'T MENTION THE NEW TECHNOLOGIES



SO WE SHREDED 2000 PAGES OUT OF OLD MARKETING BOOKS



WE PRINTED OUR INVITATION ON THESE SHREDED PAGES



THIS WAY WE INVITED A 1000 OF BELGIUM'S LEADING MARKETTERS TO A SEMINAR ON THE IMPORTANCE OF NEW TECHNOLOGIES

BRIEFING

Invite Belgium's leading marketters to BBDO Connect. A series of 3 sessions organized by BBDO and Microsoft to inspire marketters to embrace the new technologies in their marketing strategies.

IDEA

Our thought: if marketters don't use new technologies, it's because their outdated marketing books don't mention them. So we might as well tear them apart. And that's exactly what we did. We used 2000 shredded marketing book pages to print our invitation on. Each mailing was unique, containing 2 shredded sheets of a different marketing book. Showing every recipient we tore multiple marketing books apart. We used old media to sell more new media in the future. We told marketters it was time to catch up with the new technologies and their consumers. And made it clear it was time to sign up for BBDO Connect. This invitation has been sent to a 1000 of Belgium's leading marketters.

RESULT

The last invitation for BBDO Connect was sent by e-mail and achieved a response of 22%. Our disruptive direct mailing gathered 30% more response. So let's hope this may lead to some interesting cases using the latest technology.

