

## Cisco Jumpstart case study

category  
DIRECT MARKETING



The objective was to create a highly-targeted direct marketing campaign to support AT&T Canada's Business IP Services. And get as many face-to-face meetings as possible with the 300 key Frame Relay customers - top enterprise business decision makers and IT executives - AT&T considered prime prospects for this service.

### Make a case.

Working with Ernie Brower from **Jumpstart**, what we did was literally and figuratively "make a case," designing an oversized package that bannered the theme: "The Case for Business IP." Inside the package was an life-sized replica of an executive case that was offered to recipients who made an appointment to see an AT&T sales executive. Inside the replica was a brochure and a letter that "made the case" for the service.

### Beyond the mark.

The results went well beyond the mark set for the initiative, with an impressive 21% response. Twelve sales were attributed directly to the promotion.

**QUOTE:** "Working with Cisco Jumpstart was a very valuable experience in that they brought a lot of expertise and a lot of resources to the table. They not only had experience in launching similar services overseas, but an **excellent creative team** that could drive our message to the marketplace."

*Alexandra G. Cooper, Mgr., Data Services, Marketing Communications, AT&T Canada*

see the work

<http://www.blendercreative.com/work.php>



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