



CASE STUDY

SPECIALTY LIGHTING DISTRIBUTORS



CLIENT

Specialty Lighting Distributors

Full-line/stocking distributor for GE Lighting, Osram/Sylvania, and Philips Lighting.

PROJECT

The creation of "Team Lightning"

CHALLENGE

Frankly, light bulbs (or "lamps," as they're called in lighting distribution circles) aren't the most exciting items in a salesperson's line. Our job was not only to make them exciting, but also to make them pay off for SLD.

SOLUTION

- A hard-hitting, football-themed recruiting drive, with a trip to the Super Bowl awaiting Team Lightning's top performer
- Four-part direct-mail campaign with associated premiums (hat, football, gym bag, etc.)

RESULTS

SLD realized a substantial return on its marketing investment and recorded record lamp sales.



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High Impact Direct Mail



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