

THE CHEST 091 44830

Custom Box with Insert Tray

Product Introduction

Monsanto was introducing a new product, Posilac that helps in milk production in dairy cows. This additive requires the cow to drink an adequate supply of water for best yield. A box was created to be mailed to the dairy farmer and feed distributor. This box contained graphics on the outside, underneath side of lid and on the insert tray of the box. The box contained a custom labeled water bottle, an energy bar with custom graphics, "High Production is Healthy" and an insert card with the name and phone number of the Monsanto sales person for that particular territory.

This promotion of 5,000 units was sent out in a creative, attention-getting mailer that carried the theme of the product and provided the contact person for the recipient to call.

