

Direct Mail Motivational Piece

BX-897

DeVry University used the BX-897 (Movie/Action Box) as a motivational mailing piece to their 1,500 home based sales representatives.

Their theme was "To Be a Star". The representatives were given goals with target dates, classes and session deadlines. Boxes were screened with a special grey UV ink that allowed individual sales representatives to use the dry erase markers (included in the box) to write in their target dates and goals as they changed.

The package included a package of microwave popcorn, a dry erase marker and a letter outlining the goals and procedures to follow.

The boxes were packed, shrink wrapped and mailed to the homes of all the representatives.

This unique mailer arrived to a curious and then enthusiastic sales force.

