

# Chicken Soup Invitation

Product: CC-032, 32 oz. Custom can with invitation  
Marketing Objective: Invite and build attendance at Resort/Conference Center tour

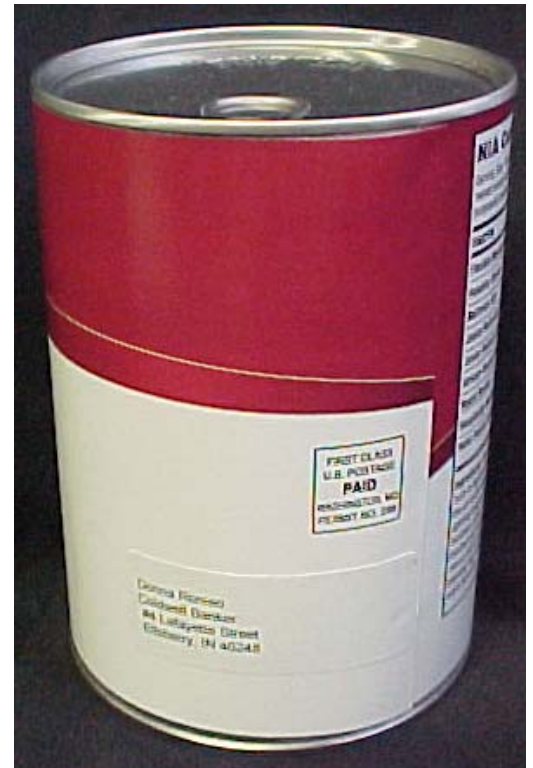
The NIA Center at Kalahari Resort sent out an invitation in a can to a targeted group of meeting planners. The tour offered author Jack Canfield (Author of "Chick Soup for the Soul") as the keynote speaker. Thus, the Chicken Soup can as the mailer. The first 596 meeting planners to respond were also offered a free night at the Kalahari Resort. Registration for the tour filled the free rooms within 2 days with another 760 registrations following.

Meeting planners showed up and have started booking conferences there in groves.

We do fulfillment!



Front of Can with invitation that was inserted



back of can with mail information