

# THE CHEST csi 44830

## Blackjack Traffic Builder

The PKS-362, skin packaged postcard proves to be very successful in bringing in traffic. Everyone loves the opportunity to win and with a twist of blackjack, the response increases.

Headwinds Ltd., a Human Resources Consulting company, was attending the HOHRC Conference. They had 2,700 individuals that were pre-registered for the Conference. An Ace of Spades was printed on the postcard along with information on the trade show. Random decks of cards are used with one card placed face down on each card and skin packaged to it. Anyone with a ten through king would have blackjack and win a prize at the booth.

Everyone that showed up was asked to leave his or her postcard behind. This left a list of people for follow-ups since the attendee's address label was on the back of the postcard.

The traffic builder was considered a hit. 34% of the people mailed a card stopped by the booth.

