

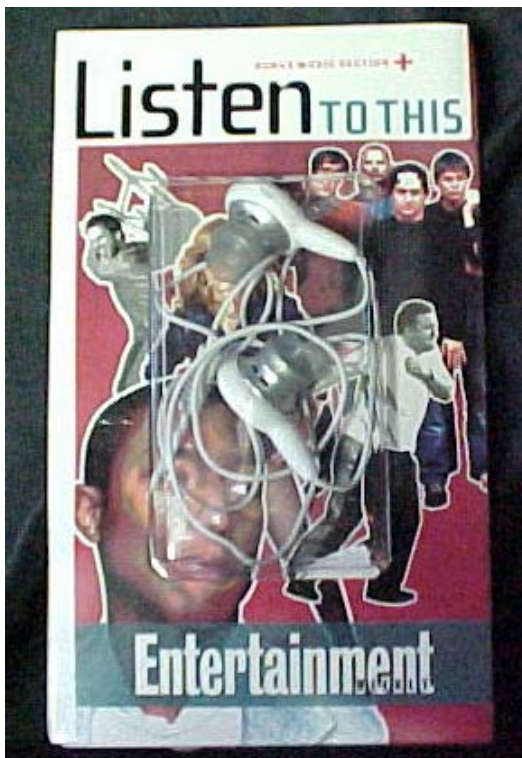
Entertainment Weekly/Advertiser's Promotion

Product: PZ-524, bubblegram with center tray

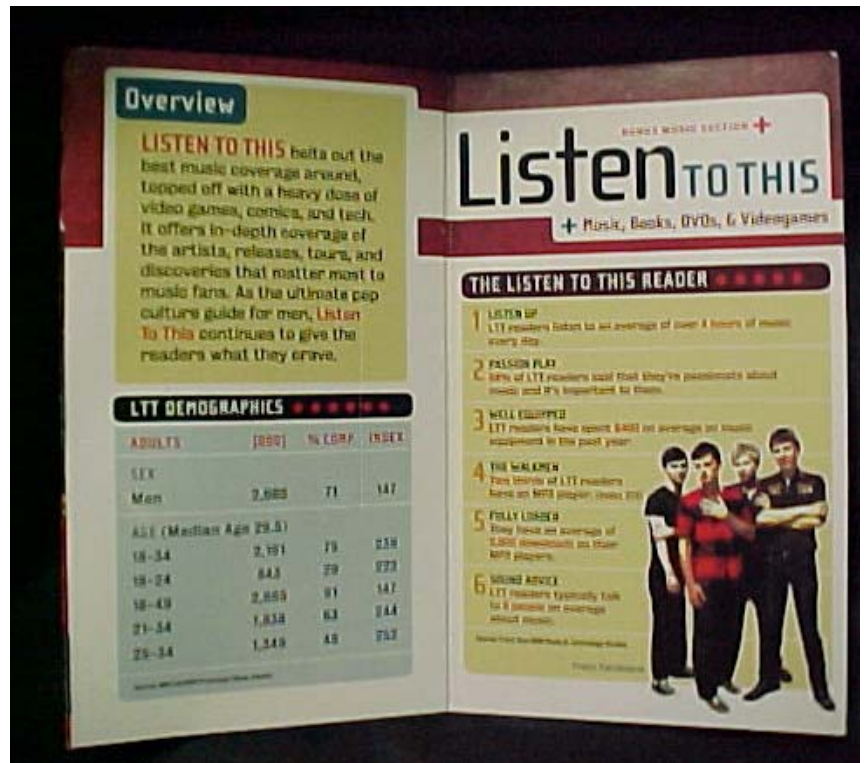
Marketing Objective: Educate and then sell ad space in Entertainment Weekly Magazine

The PZ-524 Bubblegram was filled with a portable headset. The attention grabbing ad vehicle then communicated its "Listen to This" music, books, and video games section by highlighting the demographic of its reader. It then lists the dates of its remaining 2006 issues and ad deadlines. Pictures of sales reps and a phone number to call got the action story.

This promotional piece was then delivered to a very specific target audience and the results followed.



Front View



Inside View