

New Product Launch – Reagent Line Extension



Campaign Included:

- Promotional giveaways
 - Bact/Buddies
 - Key chain with product descriptions and photos
- Multiple customer mailings with status updates and ordering information etc
- Direct Mail invitation to launch celebration
 - Flat version for most customers
 - 3D version for select target customers
- Tradeshow booth attire (shirts, ties, scarves)
- Product sales brochure
- Product launch book for sales representatives

Acknowledgement: Campaign was created by Louise and Jo Ann while they were employees of Organon Teknika