

## Point of Sale Promotion



### Campaign included:

- Direct Mail
- Tradeshow Kiosk with software program to configure the system based on customer input
- Deployment of software program to sales representatives for field use
- Program won Diagnostics Award of Excellence for Point of Purchase Promotion in 2001

Acknowledgements: Campaign was created while Louise was an employee of bioMérieux, Inc. Program was created in conjunction with KF Dunn & Associates