

“WE USED COMMUNICATION TACTICS TO IMPROVE SURVEY RESPONSE RATES. THIS MULTI-MEDIA PROJECT HAS IT ALL.”

SITUATION

A healthcare organization wanted to launch a three part survey to gauge specific consumer behaviors among their targeted audience, however they needed a solution of how to reach their audience based on the types of devices in homes and access to the internet.

ACTIONS

- + Synergem produced a multi-media marketing program using Quick Connect® Web Keys, Credit Card style USB Flash Drives and CDs along with a custom designed universal packaging that would hold each media variety.
- + The program was geared to share information about living healthier lifestyles and to gain more information about the health of the targeted community. Using this multi-media mix would ensure that the client could provide information to everyone in their targeted audience, no matter what devices or internet access they had in their homes.

RESULT

Using Synergem’s multi-media approach, our client was able to reach everyone in their target demographic, which made their campaign a success and by using a once size fits all sleeve instead of three sleeve versions, we were able to save our client money.

PROJECT ELEMENTS

- + Quick Connect® Web Keys
- + Encoding
- + Tracking and Analytics
- + USB Flash Drives
- + Secure Flash Duplication with content locking
- + CD Duplication
- + Printing
- + Packaging
- + Fulfillment
- + Postal Prep & List Management
- + Distribution

Contact Sales at 732-225-0001 or sales@synergem.com



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