



Flexroll® Roll-edge Protection Product Launch Campaign

This campaign targeted paper roll manufacturers and packaging distributors in the U.S. and Canada.

In addition to announcing the client's new product, the campaign was designed to build a database of customers and prospects, and to create a foundation for future targeted communications using a variety of media.



Results

A 4.3% response rate generated quality sales leads. Marketing insights gathered through campaign communications helped the sales force efficiently discover and address customer pain-points in their follow-up, and effectively close sales.

Strategic
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That
Connects

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Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at khalbrook@directions.com.