



## THE KEY TO BOOTH TRAFFIC

We helped Strattec Security Corporation launch its BOLT® series of locks at the Specialty Equipment Market Association (SEMA) tradeshow in Las Vegas. Designed to raise awareness within the automotive aftermarket and commercial truck industries, we designed a three-dimensional direct mail piece offering targeted SEMA Show attendees a BOLT® lock sample upon redemption at the show or online.

In conjunction with this piece, we also conducted a short-term media relations campaign to secure coverage in automotive and truck trade and enthusiast media. As a result of these efforts, Strattec surpassed their booth traffic benchmark with a redemption rate of 32%. The media relations campaign garnered coverage in over 80 media outlets, including Consumer Reports, SPEED network and several nationally syndicated radio programs.

*So, next time you're looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

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