



United Stationers Utilizes Interactive Promotions and Training for Marketing Auto Wizard Site Roll Out



Market Outlook

In the business world, providing innovative and ground-breaking sales and marketing tools is essential to keeping ahead of the competition. Businesses rely on their sales force for new business opportunities, and spend untold dollars on developing unique sales and marketing tools for them. Promoting the benefits of these custom sales and marketing tools improves the company's overall effectiveness as it informs the sales force on how best to utilize the tools in their daily communications with their sales leads.

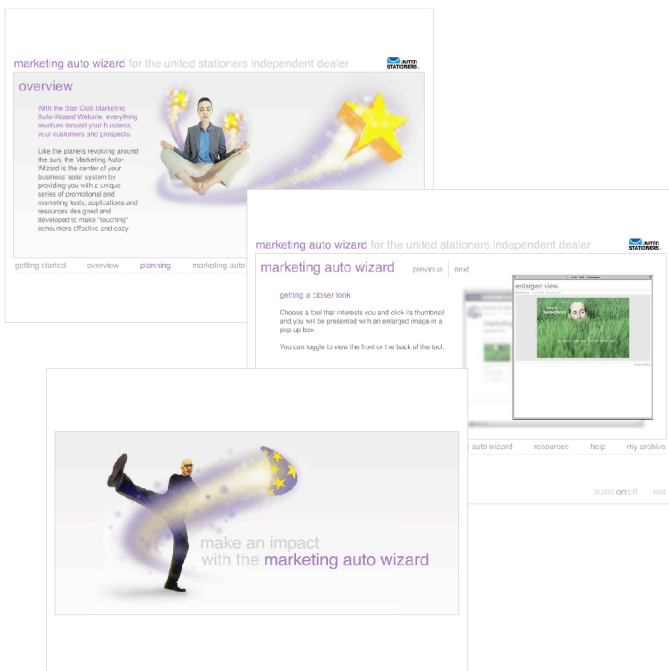
Opportunity

United Stationers, the leading wholesale distributor of business products in North America, maintains a large independent dealership network that is reliant on them for effective, state-of-the-art sales and marketing tools and technologies. In an effort to give their First-Call Dealers an edge on market share, TribeAgency was called to devise and develop the STARClub Program.

STARClub members have access to the Marketing Auto-Wizard Website, a groundbreaking web-based technology that provides a fast and affordable way to produce customized sales and marketing materials. The Marketing Auto-Wizard Website allows dealers to create fully customized print-based marketing pieces, along with unique HTML email campaigns. These tools, created to drive and stimulate sales for the United Stationers' dealers, provide many effective and ground-breaking marketing functions. But, the tools would be a wasted effort if dealers did not know of their existence and if the dealers did not know how to use the Marketing Auto-Wizard Website.

To that end, TribeAgency was given the task of creating a series of online flash-based promotions to inform dealers of the benefits of the tools found within the Marketing Auto-Wizard Website and to inspire them to sign-up for the STARClub Program.

United Stationers also asked TribeAgency to create an interactive welcome and training CD-ROM that was given to dealers who enrolled in the STARClub Program. This CD-ROM walked dealers through the entire enrollment process for the Marketing Auto-Wizard Website and acted as a step-by-step tutorial for using both the custom print and HTML email campaign tools found within the site.



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STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solutions

The first Flash-based promotion was built to create anticipation for the release of the STARClub Program and launch of the Marketing Auto-Wizard Website. HTML emails depicting artwork of a confidential file and secret agent dossier were sent to the entire United Stationers' dealer network. Cryptic, and fun in nature, these emails invited the dealer to visit the STARClub "Mission Possible" Micro-site. Once the dealers were informed of the benefits of the upcoming STARClub program, they were enticed with the promise that soon they would be able to design and create their own unique print campaigns and custom HTML emails. The Micro-site, which was built in Flash and had a cutting edge spy screen theme, closed by inviting dealers to contact their United Stationers' sales representative for more information.

The second Flash-based promotion was created to announce the actual rollout of the STARClub Program and launch of the Marketing Auto-Wizard Website. TribeAgency created a fully animated teaser with a "Hollywood red carpet" theme. The animation depicts the STARClub mascot arriving in a limousine to a flurry of paparazzi and a cheering crowd. As the mascot walks up the red carpet, a star is born. The newspaper headlines herald the launch of the STARClub Program and Marketing Auto-Wizard Website and invite the dealers to contact their United Stationers sales representative so they too can become stars.

With the STARClub Program and Marketing Auto-Wizard Website released and launched, United Stationers wanted to ensure that their sales force would not be burdened by addressing and answering any questions that may arise from the dealers who enrolled in the program. To address this issue, TribeAgency created a fully interactive and self-running welcome and training CD-ROM that was sent to all new enrollees to the program. This CD-ROM was created to ensure that the entire enrollment process and step-by-step directions on how to properly use the campaign resources found within the Marketing Auto-Wizard Website were fully articulated.

Results

By positioning and announcing their plans at an early stage within their dealer network, United Stationers was able to generate a real buzz and ultimately drove demand for the STARClub Program and Marketing Auto-Wizard Website.

The approach of using fun themes announced the many benefits of the program and Website in a non-threatening manner and casually allowed their dealer network to become engrossed in the program's offerings.

Dealer enrollment **hit**
an all-time high.



The early Mission Possible teaser piece announced that a solution was on the way, and the Red Carpet piece confirmed the solution had arrived. Sending a welcome and training CD-ROM eliminated 98% of the normal support inquiries and questions that usually occur when United Stationers rolls out a new program. In effect, the CD-ROM allowed newly enrolled dealers to use the Marketing Auto-Wizard Website with little to no support at all.

Overall, dealer enrollment hit an all-time high and United Stationers has been ecstatic with the response to the STARClub Program and Marketing Auto-Wizard site.



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