

Success Story



Category New Website Launch – Wine Gift Box

Client Davis & Kuelthau

Audience Current Davis & Kuelthau Clients

Description Create, design and produce for Davis & Kuelthau, a unique and memorable gift to complement the launch of their new website.

Vehicle Delivered wooden wine gift box that showcased multiple gifts for the recipient

Exposure 200 were sent to client base who shared this unique concept with others.

Goal of Program To make current clients aware of all the services Davis & Kuelthau had to offer by getting the clients to visit their new website. This was accomplished by sending recipients a locked wooden wine gift box. In order to open the box, it was necessary for the client to go to the website to get the lock combination. When the box was opened, the initial printed collateral tied the box contents to features revolving around Davis & Kuelthau.

Term of Program October 2008

RMG Services Source items that would harmonize and be tied together with a creative narrative piece. Make certain the items were attractive and useful to the target audience. Packaging in such a fashion that the message would not be ignored.

Results Promotion launch was regarded as successful by Davis & Kuelthau since website traffic increased over 160% , greater than sites of similar size. This concept has won numerous marketing and advertising awards including LMA (Legal Marketing Association) and SIAA(Service Industry Advertising Awards). Kudos and comments were received from wine gift box recipients.