



PROJECT

Motivational piece for sales representatives to reach their sales goals.

TARGET AUDIENCE

Sales Representatives of Reynolds & Reynolds

OBJECTIVE

To motivate Reynolds & Reynolds sales representatives to be on target and to reach their assigned sales goals for the year in order to achieve the Chairman's Club...a cruise to the Caribbean.

SOLUTION PROVIDED

A mini view-master with 15 full color photos of the hot spots that the cruise will be traveling packaged in a mailer box. The outside of the View-Master was printed in 4-color process along with the inside of the mailer box. A note was included from the president of Reynolds & Reynolds to the sales representatives remarking on the upcoming trip and how he hoped to see each sales representative there. The mailers were drop-shipped to each sales representatives' home. This was the first of a 4-part mailer of motivation.