

Corporate Website iPod® Touch Promo For Phoenix Environmental Care.

Challenge/Opportunity

Phoenix Environmental Care (PEC) is a value-added manufacturer of post-patent turf and aquatic pesticides. The company selects effective, popular fungicides, herbicides and insecticides whose patents have expired, and then improves them. PEC underwent corporate rebranding in 2007, but its website was outdated and did not reflect the new brand. To communicate its value proposition to customers, the company required an attractive and functional corporate website with consistent branding. In addition, PEC was looking for a unique way to launch the new website, drive traffic and capture lead information.

Approach

Canyon spearheaded the creation of a corporate website that reflects the design of all other collateral/marketing so the PEC brand is strong and cohesive across all communications platforms.

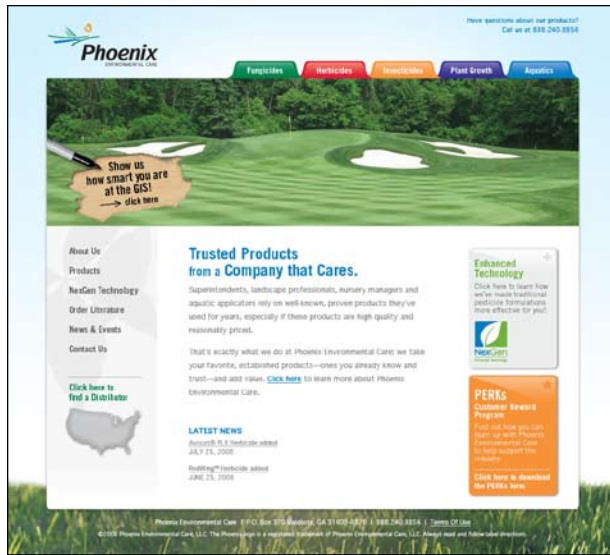
To promote the new website, Canyon suggested the “Touch This And Win” promotion, where an image of an iPod Touch® was hidden on one of the website pages, and customers and prospects were invited to find it and win it.

Before searching for the iPod Touch image, participants were required to provide their e-mail address and contact information, which made the program highly effective as a lead generation tool. In addition, by searching each page on the website for the iPod Touch image, visitors were being exposed to PEC’s messages and learned about its innovative products.

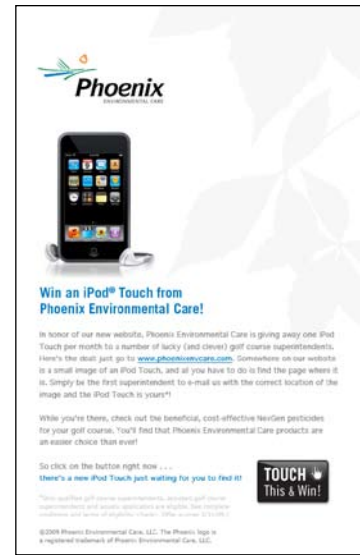
This contest was heavily covered in the industry trade publications and it was promoted online and offline using print advertisements, e-blasts, online banner ads and tradeshow promotions.



A landing page included details about the promotion and allowed users to register online.



Participants in the promotion searched the pages of PEC's website to find the hidden iPod Touch® image.



The multi-media promotion was also marketed in trade and banner ads, direct mail and trade shows.

Measurement

The results of the "Touch This And Win" promotion were great. During the first month of the promotion, unique page views increased from 3,095 to 22,227. This promotion allowed PEC to raise awareness about its company and products, and capture user information that can feed additional Demand and Lead Generation tactics. This promotion gathered more than 400 qualified leads and kept the company's sales pipeline active for months.

To learn more, please contact:

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Apple was not a participant in or sponsor of this promotion.

Seeing Beyond The Edge