

Market: Pork Program: Brand Booster

Pork wanted chefs to share their recipes for pork – and their recipes on how to prepare this meat. The Passion for Pork domestic campaign began in 2012. Alberta Pork developed a campaign and had over 900 television spots in the campaign. The television campaign created major awareness on the website, and it received 300-400 visits a day. However, as soon as the television campaign stopped, the daily hits dropped to 50-70 visits a day.

Alberta Pork wanted to reinvigorate interest in pork at the consumer



Image Group ([asi/230059](#)) designed an embroidered chef coat and cutting boards with the Passion for Pork logo. As distribution of the cutting boards was underway at events, a few people provided feedback that they wanted to use the cutting boards as place mats.

The next event was a high-profile dinner in Edmonton, attracting more than 100 diners. Here, local restaurants and chefs used their Passion for Pork cutting boards and local ingredients and favorites from the region. The Passion for Pork cutting boards were set out as place mats so people could take them home with them. The promotion went over very well.

The campaign went viral. Alberta Pork started to receive photographs of people in crazy poses of the pig cutting board in different get-ups and in different places. Alberta Pork is using the photos on its websites and promoting through social media to build up interest for the boards. Website visits increased and at a much lower cost than buying television spots. The client ordered 4,000 cutting boards and 72 embroidered coats, totaling \$7,200.

Market: Real Estate Program: Social Media

Century 21 embarked on a social gaming campaign with Electronic Arts with the widely popular The Sims Social. “With a legacy of innovation, Century 21 is always on the lookout for new and dynamic ways to introduce ourselves to the next generation of home buyers and sellers,” says Bev Thorne, chief marketing officer for Century 21 Real Estate.

The new campaign delivered the warmth of home to players by offering them the opportunity to acquire a branded Century 21 fireplace. “Because the campaign occurred over the holiday



season, we wanted to provide players with some ‘warmth’ – hence, the fireplace, which was redeemable exclusively from the Century 21 Facebook page,” says Thorne. Players were directed to the Facebook page of Century 21 and could click a “get it now” button and would then be driven back to The Sims Social game, where they could retrieve the fireplace. Once it was placed in their home, players could collect Sims currency (Simoleons) and earn additional in-game merits by watching a branded “Century 21 – Smarter. Bolder. Faster.” advertisement that allowed them to expand their home and reach higher levels of the game.

Nearly 260,000 branded fireplaces were placed in players’ homes. The Sims Social boasts 9.2 million active Facebook fans. The campaign drove more than 64,000 likes to Century 21’s Facebook page. The branded video was viewed 39,348 times with a 90% completion rate.

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The most important thing to remember is to

Market: Trust Officers Program: Services

J&D Professional Services in Sarasota, FL, a company owned by husband and wife team Jeff and Dawn Van Beck, specializes in elder moves, estate settlements, home cleanouts, house and property monitoring, case management and guardianship. “Their biggest sources of referral business are estate attorneys and bank trust departments,” says Timothy Holliday, vice president of Children’s World Uniform Supply ([asi/161711](#)), also based in Sarasota.

He met co-owner Jeff Van Beck several years ago through their local



BNI chapter. “I work with J&D Professional Services on a regular basis to find unique promotional items to get and keep their company name in front of attorneys and trust officers,” he says.

Among the most successful promotions for the local company is a truck-shaped stress reliever (LTR-ST15) from Ariel Premium Supply ([asi/36730](#)) and Slinky adhesive notes (SPL100) from Tradenet Publishing ([asi/91760](#)) for referral sources. “I chose the items after talking with the Van Becks about their target market and what they were trying to accomplish,” says Holliday. “They are both great discussion items, which is what they were looking for so they could get in the door and then have their name stick around and make impressions.”

When Jeff Van Beck delivered the stress relievers to a local trust officer, the officer liked them so much he took Van Beck to meet his colleagues. “Now,” says Holliday, “J&D Professional Services has done business with all five of the trust officers at that company.” Approximately 500 adhesive notepads and 250 stress relievers were distributed.

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Market: Sports Program:

Sports broadcaster needed a novel idea for its summer X Games event in Los Angeles in 2013. The event took place in 1995 at the Los Angeles Coliseum and featured athletes in extreme sports such as skateboarding, snowboarding, and triathlon. The event was a success and the winter Games were held in 2002. The winter Games athletes in skiing and snowboarding; the event was a success. In 2013, ESPN held events around



ESPN, a client of Axis 4 ([asi/128263](#)), came up with a promotional idea for the summer Games. They do something of the kind. Laschewer, brand manager. “They always want amazing full-color action-packed

As a starting point, Axis 4 took a photo of a snowboarder and wanted 250 snowboards. The snowboards were on skateboards for a month. “They had the dimensions, but we had to art on it,” says Laschewer. “I thought we would have a snowboard deck cover that are produced over time. We were able to assemble the clock

Finally, Axis 4 worked with a CA-based Premium promotional products company. The company was able to come up with a clock and the clock had a marketing campaign approximately

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