

Innovative, people-shaped USB drives feature in direct mail campaign and tradeshow venues for Salto Systems

The Challenge: Finding a sure-to-be-opened, game-changing direct mail incentive

Even with the best of lists, marketing through direct mail can be like marketing on a minefield, where opportunities for your piece to become a casualty abound. Will the gatekeeper let it through? Will it be opened? Is the offer strong enough? Will the letter turn the reader on—or off? But a minefield is not impenetrable; careful attention to each direct mail variable significantly increases the likelihood of a piece surviving—and performing as planned.

Salto Systems regularly taps the power of direct mail to reach its target market; the company provides innovative access-control technology through locks and swipe cards that exchange information during employee use, which keeps things simple for employees who only want to open doors while enabling the virtual management of thousands of doors and users at once. Today, Salto's virtual access-control technology provides security for major hotels, universities, airports and other firms in 60 countries.

For one recent campaign directed to prospective and existing customers—security chiefs at governmental agencies, hospitals, universities and other organizations requiring access control—the Salto team turned the ePromos' Web catalog to find an innovative, extraordinary, sure-to-be-opened way to communicate their message. They initially considered a custom-built USB drive, but it proved too hard on the budget.

The Solution: 1GB people USB 2.0 memory stick with a pop-off head and custom face

This turned out to be a good thing though, because the team soon discovered a perfect direct mail incentive: the one gigabyte People USB 2.0 Memory Stick. The head of this futuristic, cool tool acts like cap, popping off to reveal the USB connection. Choose a custom face or leave him faceless; have your data preloaded or load it yourself after the order arrives.

The Salto team worked with ePromos' Promotions Specialist [Name], who placed the order—including an order for a custom face. The team looked forward to delivery. Not only would the People Drive compel recipients to open the direct mail package to see what's inside; it would also keep the Salto name and message top-of-mind while helping the eco-conscious firm reduce its use of paper by enabling the delivery of electronic marketing materials. The match between product and purpose did not stop there: The product fit the team's desire to market with an innovative promotional product unlike those used by their competitors, and to bring a sense of fun and creativity to an industry typically perceived otherwise.

The Result: The customer-dubbed “Salto Man” hits the international tradeshow circuit

Team Salto was thrilled to see their new Salto-branded People Drives, which accurately reflect the company's persona: Innovative, differentiated, new and exciting, creative and fun, always striving to reach new heights, a cut above the rest. Recipients love the People Drives as well: prospects and customers alike have dubbed these conversation starters “Salto men,” meaning that they'll remember them—and Salto and its products—for a long time to come. Salto-man has been such a success at home that he is now on his way to the U.K. and Dubai for tradeshows and other marketing activities.

One final note: the Salto team also reports that recipients always smile when receiving a Salto man—and that makes us smile!