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## SUCCESS STORIES

Short bursts of promotional brilliance to ignite your creativity **BY JEN ZORGER**

### Transport maker uses flashcards to educate audience

Segway Los Angeles wanted a one-of-a-kind way to show businesses how its self-balancing, electric, one-person transporter can be used to grab attention for advertisers in public places and at special events. The firm teamed up with public relations agency JS<sup>2</sup> Communications and graphics design firm KBDA to create an unusual mailer: a pack of custom flashcards.

"The moment we hit on the flashcard idea, I knew we had come up with something intriguing," says Segway LA President Jason Stemmler. "And yet, because the concept was so basic, I knew it was going to prove successful in terms of achieving my desired business results."

The team produced eight cards, each illustrating a way to use the Segway in promotions. For example, one shows a man in a tuxedo riding the transporter, along with a plus sign, a cake and an equal sign ("Segway + Cake ="). On the back is the answer to the equation: "Extraordinary Events." The cards were mailed in an eye-catching yellow cardboard case with the word "CAUTION" printed large on front and "HUMAN TRANSPORTER INSIDE" on the side.

Recipients loved the mailing. "Because the flashcards are of such high quality, they have become collectors' items," says Rachel Saunders, senior account executive at JS<sup>2</sup>.

"We have anecdotal information that the thick cards are being used for all kinds of things in offices – coasters, Frisbee replacements, coffee table art, etc."

The promotion also generated sales. Logoed Segways have been purchased for promotional events such as new-product launches. "It was a grand success," Saunders says.



product courtesy of Segway Los Angeles