

# PPAI Pyramid

## Client Program Entry Sample Submission

All submissions in Client Programs should have a clearly defined objective, definable execution and reportable results. Program write up should include the budget established by the client and have measurable results that directly relate to the state objective of the program. Below you will find a complete list of the questions to be answered online for each submission, a sample write up, a sample client letter and a check list to assist you in completing your submission.

**Distributor sales person responsible for program:** Melissa Cronk  
**Distributor company name:** Cronk Advertising

**Client company name:** Merry Antics Entertainment  
**Type of Business:** Party planners for children's birthday celebrations.  
**Who comprised the target audience? Limit 150 Characters (78 remaining)**  
Area families with children ranging from three to eighteen years of age.

**How many people comprised the target audience? Approximately 10,000 area families**

**When and where did the program take place? Limit 150 Characters (66 remaining)**  
The teaser mailings began 8 weeks before the opening of Merry Antics Entertainment.

**What other media, if any, were used in the program?**

Web       Email  
 Video       Direct Mail  
Other: Two ads were placed in the local newspaper

**What was the primary objective of the overall program? Limit 300 Characters (107 Remaining)**  
To generate community attendance at the two-day grand opening of a new party planning facility that offers services to design and produce affordable birthday parties for children of all ages.

**How much was spent on the entire program (including promotional products, media, printing, packaging, etc.)? Limit 150 Characters (96 remaining)**  
Approximately \$26,000 was spent on the entire program.

**In terms of strategy and execution, please explain the selection of products and other collateral. (Explain themes, slogans, logos developed and map out timing of program detailing distribution and delivery.) Limit 1000 Characters (164 Remaining)**

Eight weeks prior to the two-day grand opening celebration, an initial teaser mailing containing (products/imprinted copy) was mailed to the "parents" in each household alerting them to the upcoming event. Six weeks out from the big day, a follow-up mailing (products/imprinted copy) was sent to the "children of the house" to peak their curiosity and excitement. Subsequent mailings, each featuring products/imprinted message, were sent at two week intervals, with the last arriving five days prior to the grand opening. Attendees visiting Merry Antics Entertainment's Open House were welcomed by clowns and various other costumed characters who distributed (products/imprinted message) to the parents and (products/imprinted message) to the children. The event culminated with two door-prize drawings, each for a free birthday party.

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**What results were achieved relative to the objective for the promotional products? (Please provide quantifiable numbers and recap the cost of the programs in relation to the budget. A client letter attesting to the results must be included with your entry.) Limit 250 Characters ( 84 Remaining)**

More than 2,000 families signed the guest book when they attended the open house, and while attending the event, 150 families actually booked future birthday parties.

**List of suppliers:**

ABC Manufacturing Co., Dallas, TX-Imprinted Party Steamers

Willow Park Balloons, Paris, IN-Package of imprinted balloons in rainbow of colors

Glow Wand, LLC, New York, NY-Glow in the dark bracelet

ABC Manufacturing Co., Dallas, TX-Party hats

TShirts Now, Sacramento, CA-T-shirts

**In 500 characters or less, please provide a concise descriptive overview of your submission. Limit 500 Characters (18 Remaining) *(The information provided in this field will be used as a synopsis of your program for use in future printed materials.)***

Merry Antics Entertainment approached our company to assist in the community promotion of their grand opening. Our goal was to generate community attendance at the two-day grand opening of a new party planning facility that offers services to design and produce affordable birthday parties for children of all ages. The products used in the direct mail piece were specifically chosen for their party feel and resulted in 2000 families signing the guest book and 150 party bookings.