

Type of Client/Industry:

Energy-Efficient Solutions

Target Audience:

Current and Prospective Clients
& Employees

Primary Objective:

Airport Kit: To promote solar and EV to current clients and prospective clients.

NFC Pen: Promoting Veregy's new intranet to employees.

Strategy and Execution:

Airport Kit: Sent 20 custom-designed boxes containing a "Fun-in-the-Sun" kit with a can coolie, a combo lipbalm/sunscreen stick, and a waterproof phone pouch as well as an absorbent car coaster to Airports who were prospective and current Veregy clients.

NFC Pen: Internal Desk Drop to employees. The link took employees to url for Veregy's new intranet.

Results:

Airport Kit: Out of the 20 sent, only 5 did not respond to follow up. 2 airports are now Veregy clients and 12 others engaged Veregy in discussions/first call. Current clients all sent a thank you.

NFC Pen: There were a lot of comments on how cool these pens were. Veregy also used these pens at the Rockwell Automation Fair where the URL went to the Veregy Manufacturing page. Linking this to a dedicated landing page allows Veregy to track engagement for particular events.

Airport Kit



NFC Pen



[Click here to learn about NFC technology](#)