



Price Savers, (Now Sam's Club), gave us the assignment to generate more traffic in five of their Southern California Price Savers' warehouses. ■ We created this egg carton mailing which incorporated the offer of Free eggs and a Free shopping pass to encourages customers to stop by and shop. We presented the offer in a very creative way showing some of the many national name brand product logos on the eggs inside the egg carton shaped mailer. ■ We sent 280,000 mailers and generated a 9% response rate. From that mailing over 25,000 people came in to get the free eggs, over 23,000 signed up for permanent membership, and the average sale by those who dropped in to pick up the free eggs was \$57.00. This translated into \$1.3 million in income to Price Savers.

## Name-Brand Eggs

