



Case Study #010



AMERICAN GREETINGS
...says it best®

The Opportunity/Problem to Solve

American Greetings, the world's leading marketer of social expression products, primarily promotes to the consumer through its retail partners. One of these key partners is the Rhode Island-based drug chain, CVS/Pharmacy. American Greetings committed to the development and production of a series of ads to be run in the CVS/Pharmacy circular as part of a continuous schedule that included both everyday and seasonal selling periods, several product categories and a wide variety of ad-space dimensions.

The SH Solution

SmileyHanchulak conceived, developed and executed these ads, for an ongoing schedule. This schedule ranged from one ad every 2-3 weeks to a full weekly ad schedule for the 4th quarter. The creative direction included a strong theme that helped unify the American Greetings branding without losing sight of the purpose of the ads – to promote sales of specific product SKUs at specified time periods.

The Best Part – Results

All ads were developed and delivered on-time and on-budget, including several that required last minute revisions ranging from a simple word change to a full re-development. Card department sales and traffic realized an increase when compared to previous years, and both CVS/Pharmacy and American Greetings have continued to partner profitably and dynamically.

Creative marketing for the real world.

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