

CASE STUDY

Generating Inquiries

Challenge: A consulting group wanted to generate more long term, fee-based clients within a specific industry. They had a list of 100 prospective companies.

Solution: They targeted The Coverwrap Program to five key influencers within each of the 100 companies. The message wrapped on the covers of the publication projected stability, leadership and stature.

Result: After only two issues had been delivered to their target audience, 15 of the targeted firms asked to see the consulting group's reps. All 15 of the original inquirers signed on as long-term clients.

CASE STUDY

Changing Public Perceptions

Challenge: Following a local newspaper survey about public attitudes toward the city's 50 largest firms, the largest employer in the city found itself near the bottom of the list.

Solution: Concerned about its relationship with local government agencies, media and financial institutions, and its customers and employees, the firm sponsored a Coverwrap program. They targeted 2,000 thought leaders within their community. Eight issues of Forbes carried a Coverwrap featuring stories of the firm's employees engaged in community activities and non-profit organizations.

Result: One year later, the local newspaper conducted a second survey. The largest employer in the city had risen from the bottom of the public perception list to #1.

CASE STUDY

Increasing Financial Services Accounts

Challenge: A bank that operates separate units in numerous states wanted to improve and expand its position with firms from 100 to 1,000 employees.

Solution: The bank launched The Coverwrap Program within one state and targeted 1,130 individuals in numerous firms who had the responsibility for their bank's relationships. Each individual received a Forbes subscription with a key message wrapped on select issues.

Result: Six months into the program, the bank was able to secure meetings with potential customers of the targeted firms. New accounts were secured and the bank's image among their target audience was dramatically improved. Additional states were added to the following year's programs.

CASE STUDY

Enhancing Existing Relationships

Challenge: A nationwide, healthcare insurance company wished to enhance its relationships with its current medical customers and encourage cross-selling opportunities.

Solution: The healthcare company targeted its Coverwrap Program toward VIP decision makers within the medical customers' market. Each recipient received a *Forbes* subscription. Specific issues were wrapped with a value offer that positioned the insurance company as top-of-mind during all phases of the sales cycle.

Result: The program opened doors for their account teams. The healthcare company experienced a 5% sales rate and attributed The Coverwrap Program with \$5.4M in incremental sales.

CASE STUDY

Keeping the Big Ships Coming

Challenge: A U.S. port had grown substantially over the last 20 years, but competitive ports were increasingly wooing their major shippers. How do you build recognition, respect and loyalty in the U.S. and abroad on a tight budget?

Solution: The port targeted 1,600 key decision makers worldwide with The Coverwrap Program. Specific publications were wrapped with messaging about the port's services.

Result: From CEOs of the world's largest corporations to Directors of Marine Operations, recipients found *Forbes* of personal interest and value. 79% said they had a better understanding of the port and its features, and 77% indicated they were now more likely to utilize the port's services in the future. The port continued The Coverwrap Program for more than 5 years.

CASE STUDY

Reinforcing Top Performers

Challenge: A large insurance company wished to reward its highest-producing sales reps and improve their internal communications by drawing the reps closer to the company.

Solution: As part of their reward program, each of the reps were a recipient of The Coverwrap Program. Eight times throughout the year, their copy of *Forbes* carried a strategic message on the cover from one of the company's senior management executives.

Result: The reps felt they knew more about their firm and they had greater pride and concern for it. With the addition of The Coverwrap Program, the insurance company's reward program turned into a highly effective communication link between management and their market makers.