

CASE STUDY



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Segway, LLC :: brochure / national sales invite and direct mail campaign

The Segway™ Human Transporter (HT) is the first of its kind—a self-balancing, personal transportation device that's designed to operate in any pedestrian environment. It gives people everywhere the ability to move faster and carry more, allowing them to commute, shop, and run errands more efficiently. And it does it all by harnessing some of the most advanced, thoroughly tested technology ever created.

challenges

Segway had been a development secret through much of the product research phase. To introduce the innovative product to select commercial markets, Segway was planning a series of "invitation only" conferences to be held throughout the country. The challenge was multi-functional.

- Develop a means to both introduce the product, and invite potential consumers to attend the scheduled conferences
- Product messaging had to address several discrete audiences in geographically separate areas

- The company's timeframe to develop and deploy the direct mail solution was 14 days from concept to completion

solution

The creative strategy was to develop a custom-sized brochure with an attached and perforated invitation to attend a local conference. Recipients could then detach important event details and still be left with a free-standing mini-brochure. An overall shell with universally appealing images was created and printed in bulk. The shell contained two blank panels that could later be printed in lower quantity print runs to customize industry specific copy points for distinct market segments.

A custom-velum envelope was created to maximize visual appeal, response and brand equity. An information media card was also designed for use at the events as a calling card for additional media contact information.

results

The direct mail effort resulted in significantly strong attendance rates at the conference events throughout the United States. The events successfully generated a high percentage of leads for corporate and commercial use of the product leading to an increase in overall public awareness and new account sales.

deliverables

- Creative Strategy
- Creative Design
 - Brochure / Invite
 - Vellum Envelope
 - Media Card
- Project Management
 - Direct Mail
 - Printing



FRONT :: Media Card



BACK :: Media Card

COVER ::
6" x 6" Brochure
& Invite



INSIDE :: 18" x 6" Brochure & Invite



The Segway™ Human Transporter (HT)
 Cover more ground. Be more productive. Move more intelligently.

- > Move executives, key personnel and talent quickly and efficiently**

The Segway HT moves you 2-4 times the speed of walking, saving time and money. How many golf carts do you see with just one rider? How often do your hallways and studios get crowded with equipment and vehicles? Unlike golf carts and ECVs, the Segway HT is designed to operate anywhere people walk. The Segway HT is also designed to be fluid and intuitive with the human body. Lean forward, go forward. Lean back, go back. At rest, you rest.
- > Cover more ground on location**

You can reduce downtime on the set by leveraging the Segway HT's ability to carry up to 75 lbs of cargo – perfect for deliveries of key equipment, quick errands on location and moving from set to trailers. It can also move like a pedestrian on grass, sand, gravel, and pavement, adapting to most production environments. It even has non-marking tires for indoor use. The Segway is compact enough to travel with you and your other equipment, easily fitting in the back seat or trunk of a car. It's possible the Segway HT could be used as camera dolly, which would help reduce the cost of laying track.
- > Effective, efficient and environmentally friendly**

The Segway HT's 8-inch platform makes security more noticeable and improves rider's line of sight. It is powered by batteries of electricity each day, and will last 11-17 miles per charge. A quiet resource, the Segway HT also combats pollution and congestion.

> You and a friend are cordially invited

Come experience the future of personal mobility. Segway will be holding an event in your neighborhood. After a brief presentation, demonstrations will be given to those who want to ride. We hope you will join us.

date: October 15, 2002
time: 7:00 - 8:00am - Doors open and breakfast is served
 8:00 - 10:00 am - Segway demonstrations
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