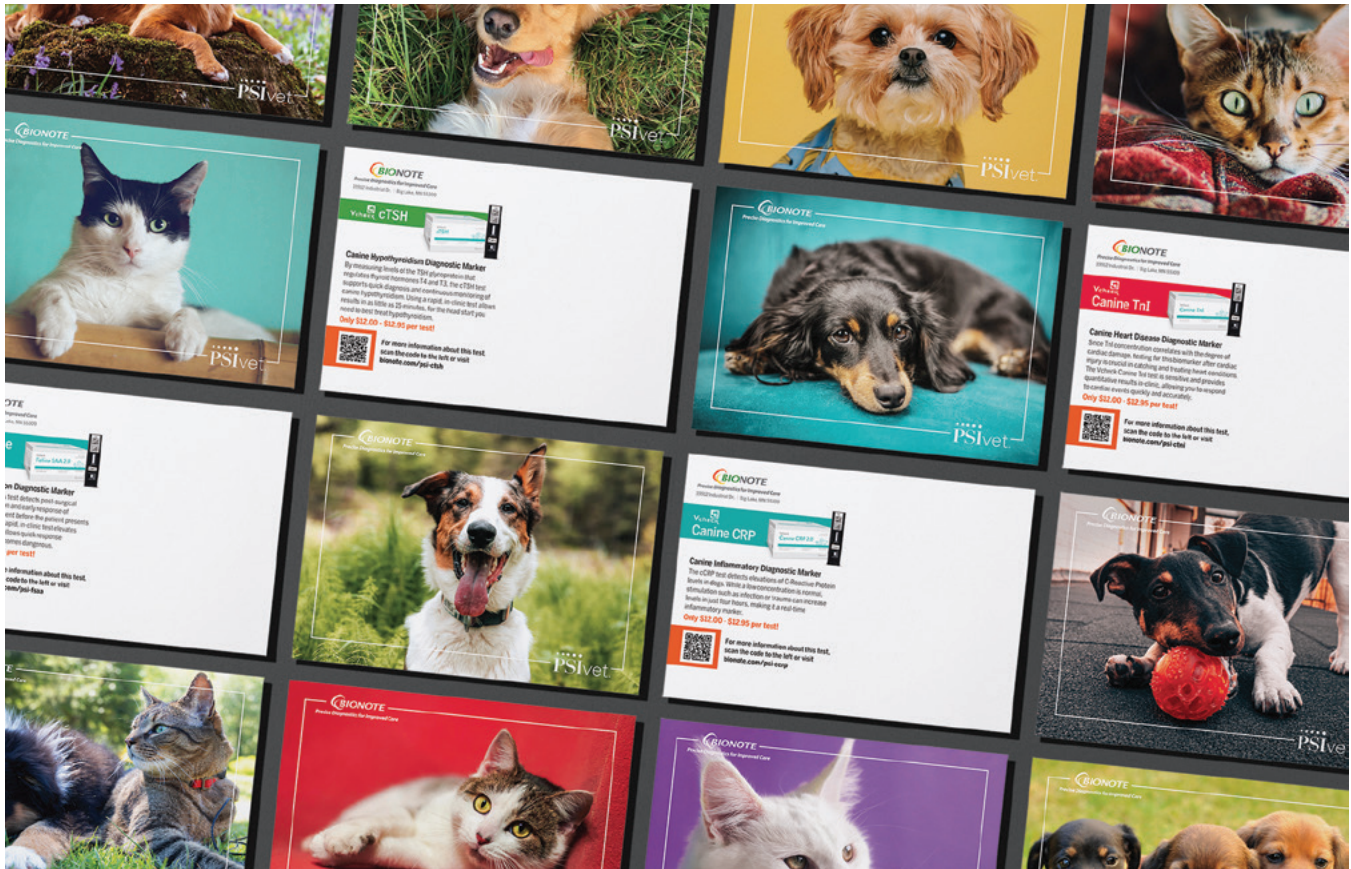


Signed, Sealed, Delivered

Raising awareness in a new audience



Company | Bionote

The Goal

To continue increasing brand awareness, Bionote partnered with PSIVet, a veterinarian purchasing group, to promote its products. PSIVet members were eligible for special pricing on Bionote’s line of in-clinic diagnostic analyzers and tests. To capitalize on this partnership, Bionote asked LePoidevin to build a campaign that would both inform members of the promotion and increase awareness for the product and its features.

The Execution

LePoidevin developed a 13-postcard series with each card detailing one of the available in-clinic diagnostic tests. In addition to overviewing each product, the postcards were color coded to match the tests’ categories and featured eye-catching images of adorable animals. To properly track engagement, the mailings went out every two weeks with unique QR codes, URLs and correlating product pages.

The Results

Each landing page saw traffic from these mailers and generated new users for the Bionote site. The overall site had higher engagement from these increased users as well. Landing page contact forms were compiled and passed along to the sales team as new leads for them to follow up on.