



Animated Flash™ "boombox" ad



OLD GAME. NEW RULES.

COMPANY

Spot Components, based in Castle Rock, Colorado, is an Internet-based authorized distributor of electronic components. The company serves the passive components market, and distributes parts from manufacturers such as Kemet, RCD and Arcotronics.

CHALLENGE

Spot Components' challenge was to launch and introduce the company in a stagnant advertising market. They were interested in creating a brand that was interesting and immediately recognizable. Ultimately, the company wanted to generate web traffic and increase sales and awareness to its niche market.

STRATEGIES

In order to reach this market, Origin Communications developed a campaign theme that was both fun and functional. 'Old Game, New Rules' used classic games, such as a labyrinth and Shoot the Moon, to illustrate the frustrations and hurdles often associated with ordering passive components.

In addition to print and online ads, desktop versions of the labyrinth game were sent as a direct mailer. Origin Communications developed a custom game face to reflect the

pitfalls of doing business with traditional distributors. Spot Components was highlighted on the game face as the most direct channel. Over 1,000 custom 8" x 8" x 2" labyrinths were manufactured and sent out to key procurement contacts in the electronics component industry.

RESULTS

The campaign was considered a success.

70% of the labyrinths were mailed to the eastern half of the United States. 16% of the mailings were sent to Southern California, with the remaining 14% distributed to various parts of the United States. Spot Components received approximately 40 telephone calls during the first 7 to 10 days after the mailing was received. With a landing page, the company also measured web traffic directly from the game. Spot Components received almost 60 hits in the first 3 months of the campaign. With about 100 total calls and emails, Spot Components campaign had a 10% response rate.

The entire 'Old Game, New Rules' campaign received four channel marketing awards from the National Electronics Distributor Association (NEDA), including two platinum awards for co-op advertising and direct mail.

