

Ghost Ship Case Study

Java House

Kit: Coffee Break In A Box



The Coffee Break in a box mailer includes a Java House Cold Brew Concentrate 32 oz Bottle, K-12 and product-specific sell sheets, a Java House recipe sheet, and various accouterments necessary for a coffee break including cups, straws, Splenda/Splenda Stevia sachets, and Splenda Creamers. This all-in-one kit enables the recipient to sample Java House's cold brew concentrate coffee and discover the benefits of offering an easy-to-make, small-batch cold brew coffee at their school.

Objective: Generate sales opportunities (presentations/demos)

Targets: K-12 schools

Results:

Kits shipped: 200

Meetings secured: 37 (18.5%)

New business: 22 accounts (60%)

New business value (est.):

\$156,000 (2.5 cases/week per account)



"The team at Ghost Ship put together the list and qualified all the targets. They developed the mailer and we've had nothing but success and great feedback from our customers. They do things right."

- Ami Krishan,
Senior Marketing
Director



GHOST SHIP
3PL SERVICES & FULFILLMENT