



Ghost Ship Case Study

Splenda® Foodservice

IT STARTS WITH
Splenda

Kit: Made In America

The Made in America kit is comprised of Splenda packets and other ‘made in America’ products that are fun and memorable. The primary message of the mailer is that products made in America are synonymous with quality and safety and Splenda is the only zero-calorie sweetener manufactured and packaged in the USA. These kits were shipped in stages to give Splenda sales reps ample time to follow up with each potential customer after deliveries were confirmed.

Objective: Generate leads for national account opportunities
Targets: National account restaurant chains with 50+ units



Results:

Kits shipped: 210

Meetings secured: 15 (7%)

New business: 6 accounts (40%)

New business value (est.):

\$350,000 (14,000 cases annualized)

“We wanted to deliver a unique message to clients about our “Made in America” story. The Ghost Ship team came up with a very compelling mailer that opened doors for us and it resulted in a very successful campaign.”

- Stuart Jaynes,
National Sales
Director-Foodservice



GHOST SHIP
3PL SERVICES & FULFILLMENT