

Ghost Ship Case Study

iSi North America

Kit: Pro Chargers High Impact Mailer



inspiring food.

The iSi Pro Charger Mailing is a small sample kit that includes a 5-pack of iSi Professional Cream Chargers, an iSi representative business card, card insert with product details (pack sizes and relevant product info), and a high impact pop-up brochure. The messaging of the mailer conveys the benefits of switching from aerosol whipped cream to fresh whipped cream using the iSi whipper and charger system. The kits were shipped in stages to give iSi reps time to reach out to each recipient with the message of, 'now that you've got our chargers, let me stop by with our whipper and show you how to make a better and more profitable whipped cream.'

Objective: Generate sales opportunities (presentations/demos)

Results:

Kits shipped: 143

Meetings secured: 10 (7%)

New business: 4 accounts (40%)

New business value (est.):
\$180,000

"The Ghost Ship team executes extremely well. Their creativity really captured the attention of the targets. And they worked well with our sales team to take advantage of the new business opportunities."

*- Heidi Hinkel,
Director of
Foodservice Sales"*



GHOST SHIP
3PL SERVICES & FULFILLMENT

